

HIGH PERFORMERS COURSE FOR SALES EXECUTIVES

A practical, hands-on course built for high performing sales executives, and those determined to become one.



 **HANDS-ON TRAINING THAT DELIVERS REAL RESULTS**

This course is not classroom theory.
It is hands-on, real-world training delivered live.

WHO THIS COURSE IS FOR

- High-performing sales executives
- Experienced consultants looking to sharpen skills and consistency
- Dealerships wanting stronger results across sales, gross, finance and aftermarket

WHAT THIS COURSE IMPROVES

- ✓ Sales volume
- ✓ Vehicle gross
- ✓ Finance and aftermarket penetration
- ✓ Confidence, structure and control
- ✓ Overall gross pool performance

COURSE STRUCTURE

6-Week Structured Live Course

- 3 x Interactive live training sessions
- Additional onsite testing and accreditation (Manager / GM present)
- Delivered by Industry Specialist Trainers
- Participant workbook
- Demonstration and reinforcement videos
- Advanced selling concepts: Word Tracks, Anchoring, Signposting
- Certificate issued on successful completion

WHY THIS COURSE WORKS

- Delivered live for your dealership
- Focused on real deals, real customers, real scenarios
- Immediate application between sessions
- Strong management visibility and accountability
- Designed to lift the total gross pool, not just one metric

THE RESULTS

- ✓ Stronger consultants.
- ✓ Better process execution.
- ✓ Measurable improvement in sales, gross, finance and aftermarket.

SCAN THE QR FOR FULL DETAILS
& COURSE WORKBOOK CONTENTS



COURSE BREAKDOWN

WEEK 1 - WALK-IN SALES PROCESS

- Live walk-in sales process overview
- Self-evaluation by stage
- Identify individual strengths and weaknesses
- Establish clear performance improvement focus

WEEK 3 - QUALIFYING & PRESENTATION

- Qualifying using F.O.R.M and S.P.A.C.E.D techniques
- Asking effective open-ended questions
- Live role play 6-position presentation structure
- Professional walk-around appraisal process
- Value-based presentations that reduce price resistance

WEEK 5 - OBJECTIONS, NEGOTIATION & CLOSING

- Live role play scenarios
- Signposting and anchoring techniques
- Proven word tracks for objection handling
- Structured negotiation techniques
- Closing with confidence and clarity

WEEK 6 - TESTING & ACCREDITATION

- Live practical assessment
- Manager / GM present
- Formal course accreditation
- Certificate awarded upon successful completion

INVESTMENT

- 👤 1 SALES EXECUTIVE \$1497* EACH
- 👥 2 SALES EXECUTIVES \$1297* EACH
- 👥 3+ SALES EXECUTIVES \$997* EACH



THE TSS INSIDER

5 MINDHACKS FOR RESULTS DRIVEN SALES MANAGERS

Hi Team, I've been thinking about this lately. **What does it really mean to be a Sales Manager in today's dealership environment?**

If we're honest, it used to be straightforward, be good with people, jump into deals, close hard, move metal. And sure, there's still a place for that. But the role has changed massively.

Someone said to me recently, *"You're not just leading a sales team anymore, you're leading processes, data and the entire customer journey."*

At first, I brushed it off thinking, *"We help dealerships improve enquiry conversion, that's our thing."*

But then it hit me. I realised I'd been thinking too narrowly. I was anchored in the old-school version of the role, the chief deal maker, when the job today requires something much bigger: **leadership in process, technology, team development and culture.**

That comment stopped me and made me rethink how modern Sales Managers succeed. And it comes down to this...

MINDHACK 1: YOU'RE NOW A PROCESS LEADER, NOT JUST A CLOSER

Sales Managers today aren't measured by how well they jump into a deal. **They're measured by how consistently their team follows a strong process.**

- Process beats personality.
- Data beats guesswork.
- Consistency beats heroics.

Coaching your team to follow workflows properly, managing leads the same way every time, and treating every enquiry

like money creates stability. When your systems are tight, results increase and stress decreases.

MINDHACK 2: SALES CALLS AND DIGITAL LEADS ARE NOW PART OF THE SAME SALES FLOOR

Customers move between calls, online enquiries and in store conversations without thinking, so your team must handle all three with consistency and intent.

“YOU'RE NOT JUST LEADING A SALES TEAM ANYMORE, YOU'RE LEADING PROCESSES, DATA AND THE ENTIRE CUSTOMER JOURNEY.”

Establish strong sales call fundamentals and digital workflows:

- Proper CRM usage and clear call notes
- Structured phone conversations that build trust
- Effective follow-up across calls, messages and emails
- FaceTime communication to personalise interactions
- Smooth transitions into the showroom

When your team unifies the journey, you reduce friction and increase momentum. When you don't, leads drift and opportunities disappear quietly.

MINDHACK 3: KNOW YOUR STOCK AND HELP YOUR TEAM SELL IT

Monitoring stock-to-sales cycles, margins and ageing inventory isn't admin. It's strategy. Your team must know what needs to move, what's ageing, where the margin sits and how to position each vehicle. **Selling becomes easier when everyone knows what to push and why.**

MINDHACK 4: YOUR BIGGEST JOB? STAFFING, TRAINING AND KEEPING GREAT PEOPLE

Cars are changing. Customers are changing. The sales process is changing. Your team must keep up. As products get more complex, especially with EVs and new tech, your people need coaching and development. **High performers grow confidence, capability and consistency.**

MINDHACK 5: CHECK IN WITH YOURSELF AND YOUR TEAM

A simple self-audit can quickly show you where momentum is strong and where small tweaks will unlock big gains.

Score each area from 1-10:

1. Process leadership =
2. Digital alignment =
3. Inventory strategy =
4. People development =

Lead the process, develop your people and the results will follow.

- Steve

FEEDBACK FROM DEALERS

TSS has become a seamless extension of the team providing training and mentoring to both our sales and service departments. This training has laid the foundations of our exceptional customer-focused culture and continues to develop our team to meet their potential.

Garth B - Dealer Principal

The team at TSS have provided us with structured training programs for our Sales and Service staff, which has assisted us in maximising our results from our inbound Sales and Service calls.

Mitch S - General Sales Manager

