



# THE TSS INSIDER

## MINDHACKS TO RECONNECT, COMMUNICATE & CONVERT MORE

Hello Team, think about this for a moment: **why do people do business with you?**

Let's keep it real. Sometimes it's because you've got the right car at the right time. Other times, maybe they're a price shopper and you happen to be the cheapest option. (And let's be honest, there's not much skill in being the cheapest.)

I've been reflecting on this lately as someone recently asked me, *"Steve, why do people do business with you?"*

I replied automatically, *"Because we help dealerships solve appointing problems by improving conversion ratios. Basically, we help them do more business from inbound enquiries."*

But then they challenged me, *"You're in the training business. You should know better! Dealers do business with you because you've got a good product, you communicate well, you build rapport. Most of all, they trust and like you."*

That comment stopped me in my tracks.

It made me realise I'd drifted from what I used to do naturally, **focusing on connection, communication and relationships**. I'd become a bit too transactional, too focused on goals and targets.

### True story.

That realisation reminded me of a few simple but powerful mindset shifts that can help us reconnect with what really drives results; people, trust, and genuine communication.

Here are four mind hacks to keep front of mind.

### Mindhack 1: People do business with people they like

People do business with you because they like you (rapport building), connect with you (trust what you say), and understand you (clear communication).

We all get caught up chasing the next appointment, booking, or sale. It's natural, we're target-driven and results-focused. But that mindset can make us rush calls, skim over conversations, and miss genuine connection.

Today's tip: **slow down and listen**. When you take time to truly understand what your customer needs are, you'll naturally build trust, connect better, and convert more calls into appointments and sales.

**“PEOPLE CAN FEEL WHEN YOU'RE BEING GENUINE, AND THEY'RE DRAWN TO IT.”**

### Mindhack 2: Be authentic

*Nobody in the world can do you better than you.* People can feel when you're being genuine, and they're drawn to it. Authenticity builds trust, and trust builds business.

When you're authentic, your attitude becomes more positive and it's easier to identify your customer's needs. From there, your appointment angle comes naturally because the conversation is focused on helping, not selling.

Remember: *People buy from people they like.* They do business when they feel understood, trust you, and believe in your credibility.

### Mindhack 3: Check in with yourself and your team

Take a moment to evaluate how well you (or your team) connect on calls. Score each area below from 1 to 10, with 10 being excellent:

#### 1. Rapport building

Example questions:

*"What made you interested in the car?"*  
*"What got you into the market?"*

#### 2. Human connection

Example questions:

*"What does an ideal situation look like for you?"*

*"What have you found out so far?"*

*"What would you like to achieve today?"*

### 3. Genuine communication

Example questions:

*"So just to clarify, you need a vehicle in two weeks and want to trade your car in, is that right?"*

*"Can I ask, what's the reason you're changing your car over?"*

*"Why have you decided to do this now?"*

### Mindhack 4: Fill the gaps

Once you've spotted areas to improve, download the TSS training manual below and drill deeper into techniques and word tracks to strengthen your sales and service call handling.

As always, if we can help further, please reach out directly.

Stay focused, stay real, and keep connecting.



**SCAN TO DOWNLOAD OUR OUTBOUND SALES AND SERVICE CALL PROGRAM**

### CADET TO SALES EXECUTIVE:

Recently Mick Hart, TSS's NSW Business Development & Training Manager, caught up with a graduate of our Sales Cadetship Course to hear about their transition into the automotive industry.



**SCAN TO WATCH THE INTERVIEW**

ENROL 2, 3 OR MORE AND SAVE\*

# SPECIALTY TRAINING COURSES DESIGNED FOR YOUR DEALERSHIP

✓ Sales Cadets   ✓ Sales Executives   ✓ Sales Managers   ✓ Service Advisors   ✓ Sales Teams

CADETS

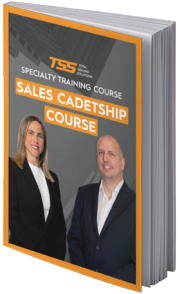
### SALES CADETSHIP COURSE

Accelerate your sales trainee's progression from static to selling in just 6 weeks with our comprehensive certified Sales Cadetship Training Course. Our blended approach combines engaging online modules with live Q&A sessions led by TSS training specialists, ensuring your new recruits are equipped with the knowledge and confidence to excel in the Walk-In Sales Process and Sales Call Handling.

**INVESTMENT** 🧑 1 CADET **\$1897\***  
🧑🧑 2 CADETS **\$1697 ea\***   🧑🧑🧑 3+ CADETS **\$1597 ea\***

#### WHAT'S INCLUDED?

- 6 Live weekly training sessions with TSS specialist trainers
- Walk-In Sales Process and Sales Call Handling
- 2 Courses, 23 online and workbook topics
- 59 Instructional videos and testing
- 188-Page hard copy workbook
- Sales manager and cadet collaboration program
- Push notifications with link to weekly content
- Graduation certificate and deal pen on course completion



CADETS

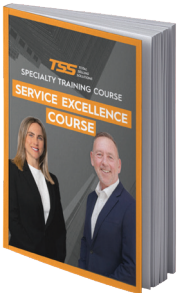
### SERVICE EXCELLENCE COURSE

The Service Excellence Course is an 8-week program designed to enhance the skills of new to intermediate service advisors. Progress will be monitored closely in customer service, communication, technical knowledge, and problem solving. Completion of the course will provide advisors with the necessary tools to excel in their roles and provide exceptional customer service.

**INVESTMENT** 🧑 1 ADVISOR **\$1497\***  
🧑🧑 2 ADVISORS **\$1297 ea\***   🧑🧑🧑 3+ ADVISORS **\$997 ea\***

#### WHAT'S INCLUDED?

- 8 Weeks of training
- Live training support from TSS specialist trainers
- 29 Online and workbook topics, 43 instructional videos and testing
- Detailed interdepartmental training plan
- Onsite accreditation with a TSS specialist trainer
- 107-Page hard copy workbook
- Service management and advisor collaboration program
- Graduation certificate on course completion



EXPERIENCED

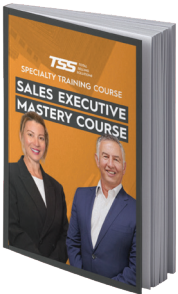
### SALES EXECUTIVE MASTERY COURSE

Elevate your sales executives' capabilities with our intensive 8-week training program. Participants will refine customer engagement techniques, focusing on improving the Walk-In Sales Process and Sales Call Handling Skills. Executives will delve into case studies comparing individual performance to team metrics, identifying areas for improvement. A detailed action plan will be created to drive results.

**INVESTMENT** 🧑 1 EXECUTIVE **\$1497\***  
🧑🧑 2 EXECUTIVES **\$1297 ea\***   🧑🧑🧑 3+ EXECUTIVES **\$997 ea\***

#### WHAT'S INCLUDED?

- 8-Week comprehensive course
- Live training support from TSS specialist trainers
- Executives will self analyse through case studies creating an action plan
- Refine training on Walk-In Sales Process and Sales Call Handling
- 2 Courses, 27 online and workbook topics
- 54 Online instructional videos and testing
- Comprehensive 110-page hard copy workbook
- Graduation certificate upon course completion



LEADERSHIP

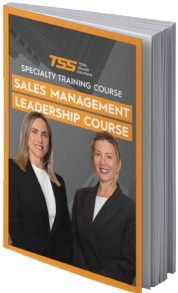
### SALES MANAGEMENT LEADERSHIP COURSE

Elevate your sales team's performance with our 4 part, 8-week management leadership course. Focus on areas like sales team performance, conversion rates, and team motivation. Dive into case studies and create a 30-day action plan tailored to your showroom. Our practical, hands-on approach ensures theory is put into practice for impactful results. Elevate your team's success with this exclusive program.

**INVESTMENT** 🧑 1 MANAGER **\$1597\***  
🧑🧑 2 MANAGERS **\$1497 ea\***   🧑🧑🧑 3+ MANAGERS **\$1297 ea\***

#### WHAT'S INCLUDED?

- 8-Week comprehensive course
- Live training support from TSS specialist trainers
- Walk-In Sales Process and Sales Call Handling processes
- 4 Case studies and business plans
- 25 Online and workbook topics
- 27 Instructional videos and testing
- An extensive 119-page hard copy workbook
- Graduation certificate on course completion



ALL LEVELS

### SPECIALTY WALK-IN SALES PROCESS COURSE

Elevate your sales team with our full-day training, featuring 70% interactive role-plays and 30% theory. Master every step of the Walk-In Sales Process, from vehicle presentation to closing. With expert guidance, your team will sharpen skills, boost teamwork, and drive sales, profits, and customer satisfaction. Perfect for trainees, consultants, and managers seeking success.

**INVESTMENT** 🧑 FULL DAY ONSITE TRAINING **\$6995\***

#### WHAT'S INCLUDED?

- Front line staff (Sales Managers, Business Managers, Aftermarket Consultants, Sales Consultants and Cadets)
- Full day onsite training (20-30 participants)
- Two automotive experienced TSS specialist trainers
- Expert facilitation
- Structured theory and interactive role plays
- Pre and post management feedback
- Dealership training alignment
- Industry specific workbooks
- Post satisfaction and participant sign off surveys

