

EDITION 162

THE TSS INSIDER

TSS SALES INSIGHT

CONTROL THE CONTROLLABLES

We can't control the market, the weather or the mood the customer walked in with, so put your energy into your attitude, your preparation and your effort.

Investing in yourself and your team is part of that. Training now gets you ready for the unexpected but inevitable objections that come when you're closing.

Have your responses ready for these three objections:

"What's your best price?"
"I can definitely help you with that. It depends on the model, the colour and how soon you need it."

"I just want an idea of what my car's worth."
"Let's get a professional valuation to maximise your best price while you're here. It only takes 10 to 15 minutes and while that's happening, we can go for a test drive, if you like."

"What's your interest rate?"
"That's a good question, most of my customers ask me that. I'll talk to my business manager, (name), and see where it's at on a $30,000 car."

Then walk back with the business manager, introduce them, reiterate where the customer is at and let them take over.

Practise this with your team now, before you need them when it counts.

Control what you can and the results will follow.

– Steve



YOUR 2027 RESULTS ARE BEING PLANNED TODAY

The first half of the year gets all the credit and all the blame. Great start? The new year energy worked. Poor start? It's the market, it's the holidays, it's the weather. What I've seen in dealerships is that the start of the first half of 2027 sets the pace and the process for the rest of the year.

The decisions made before the new year have a bigger impact on next year's results than anything done in January. The year doesn't start when the team walks back in after the break. The plan decides it, and the plan is made now, so everyone is ready to go in January.

CUT COSTS, NOT THE DISCIPLINES THAT DRIVE RESULTS
I'm seeing mixed approaches as dealers adjust to complex market conditions. Some are tightening up their process and protecting their people. **Others are cutting costs without covering what's still necessary: accountability, measurement and process.** Costs can be trimmed, but those three are what turn effort into results.

That means protecting the investment in your front line: sales consultants, sales managers, business managers and aftermarket consultants. It shows in the numbers:

- **Vehicle volume:** better calls, better qualifying and more appointments that show.
- **Gross:** a process that builds value, so you're not discounting to close.
- **Trade-ins:** every trade walked properly, every time.
- **Finance penetration:** trained business managers, backed by consultants who set them up.
- **Aftermarket gross:** consultants who present it with confidence, not as an afterthought.

Cut the training budget and the cost doesn't disappear, it turns up as lost gross.

SIX DECISIONS TO MAKE NOW FOR JANUARY
Plan these now and put them in writing, so day one is spent selling cars.

1. **Lock in your ideal walk-in process.** Write down the steps, which are non-negotiable, which matters most and where the gaps are.
2. **Set the targets.** Units, gross, trade ins, finance and aftermarket, for at least the 1st quarter of 2027.
3. **Standardise qualifying.** Every consultant has their open ended F.O.R.M. questions ready for the six position presentation.
4. **Focus on phone call structure.** Clarity, consistency and confidence, then mystery shop your own dealership or replay calls in meetings.
5. **Map the customer experience.** First contact, showroom and test drive, negotiation and close.
6. **Book the investment.** Schedule training for all four front line roles, plus the monthly feedback sessions.

THE HABITS THAT WILL CARRY YOU FORWARD THROUGHOUT THE YEAR
Plans don't deliver results alone, process and habits do. These are the disciplines to run every week of 2027:

- **Answer fast and follow the call structure.** Ensure every consultant uses the Game Plan Book. Get the trade, finance and suburb, build rapport and book the appointment.
- **Ask before you tell.** F.O.R.M. or S.P.A.C.E.D. qualifying questions help match the car to their needs, not the spec sheet.
- **Walk every trade and run the six position presentation, every customer, every time.** These two steps build value in your car and have the customer devaluing their own car.
- **Reduce uncertainty.** Explain your sales process clearly, reassure and slow down. If they feel rushed or confused, they'll have to think about it.
- **Measure results against target and review monthly.** Provide one on one feedback with one page of written results for all consultants.

The dealers who win in 2027 will be the ones who invest in their people and plan the year while everyone else waits for it to start. Your 2027 results are being planned today.

That's all for the rest of 2026. Stay on your game, be your best and stick to proven strategies.

– Steve

PLANS DON'T DELIVER RESULTS ALONE, PROCESS AND HABITS DO.

TSS TOTAL SELLING SOLUTIONS | 20 YEARS EST. 2006

HIGH PERFORMERS COURSE
FOR ALL FRONT LINE STAFF

A practical, hands on course built for sales consultants, sales managers, business managers and aftermarket consultants determined to lift performance from the first phone call to the close.

ALL METRO & REGIONAL DEALERSHIP LOCATIONS



BOOK NOW TO KICKSTART YOUR TEAM FOR 2027
CALL OR TEXT STEVE, CEO ON **0468 224 200** FOR A FREE DEMO AND PRICING

WHO THIS COURSE IS FOR
- Sales consultants
- Sales managers
- Business managers
- Aftermarket consultants
- Experienced consultants looking to sharpen skills and consistency
- Dealerships wanting stronger results from every walk-in and phone enquiry

WHAT THIS COURSE IMPROVES
- ✔ **Sales volume**
- ✔ **Vehicle gross**
- ✔ **Trade-in volumes**
- ✔ **Closing ratios**
- ✔ **Finance penetration**
- ✔ **Aftermarket gross**
- ✔ **Phone enquiry appointments**
- ✔ **Consistency across the whole front line team**

COURSE STRUCTURE
8-Week Structured Live Course
- 4 x Interactive live training sessions
- Phone call handling training including a live mystery shop call
- 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
- Brings sales consultants and sales managers together around one consistent process
- Covers every customer touchpoint, from first call to close

THE RESULTS
- ✔ **Stronger sales consultants, managers and business managers**
- ✔ **Better process execution on the phone and in the showroom**
- ✔ **Measurable improvement in appointments, sales and gross**

COURSE BREAKDOWN

WEEK 1 - WALK-IN SALES PROCESS & PHONE CALL HANDLING
- Live walk-in sales process overview
- Self evaluation by stage: strengths and weaknesses
- What makes a good call for the customer and salesperson
- Call structure for clarity, consistency and confidence
- Good vs bad sample calls and best practice call review
- Live mystery shop telephone call assessment
- 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
- 6 Position presentation structure
- Professional walk around appraisal process
- Value based presentations that reduce price resistance
- Live role play 6 position presentation and walk appraisal

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 8 - ONSITE TESTING & ACCREDITATION
- Review of walk-in sales process and call handling
- 6 position presentation and walk the trade assessment
- Accreditation quiz
- Live practical assessment (Manager / GM present)
- Formal course accreditation
- Certificate awarded upon successful completion

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

8 WEEKS, LIVE TRAINING, 1 CERTIFICATE
READY TO LIFT YOUR SALES PERFORMANCE IN 2027?
Book the High Performers Course for your front line staff and start turning every call and every walk-in into measurable results.

TRAINING | SYSTEMS | SOLUTIONS



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