



THE TSS INSIDER

TSS SALES INSIGHT

NOW LIVE: TSS CALL CERTIFICATION PROGRAM

To support dealerships in today's market, TSS has developed a structured 3 Level Call Handling Certification Program for automotive sales teams.

Phone handling remains one of the biggest missed opportunities in dealerships. Strong enquiry handling leads to more appointments, improved show rates and increased sales opportunities.

This program is included at no additional cost for all TSS StreamSpeak clients.

What's Included

- 3 levels of structured call handling certification
- Video based training modules
- Printable workbooks for reinforcement
- End of module assessments
- Downloadable certificates upon completion
- Real dealership phone scenarios and word tracks
- Appointment setting and objection handling frameworks

Key Focus Areas

- Professional control of inbound calls
- Confidence and structure on the phone
- Converting enquiries into appointments
- Reducing no shows
- Handling price shoppers and objections
- Consistent follow-up call structure
- Advanced high performance phone skills
- Consistency across the sales team

Dealer enquiry handling has never been more important. Customers are comparing more, shopping longer and deciding later.

This is not theory-based training. It's practical, repeatable and designed for immediate use on the showroom floor.

The goal: better conversations, more quality appointments, higher show rates and confident, professional phone performance every time the phone rings.

(Access via TSS TV, contact TSS for more information.)



THE DAILY DISCIPLINES SEPARATING TOP DEALERS FROM THE REST

Every dealer principal wants a showroom full of top performers. But top performers are built, one disciplined day at a time. The gap between your best dealership and an average one isn't talent or the market. It's discipline: before the doors open, between customers, and after the dealership goes quiet.

I've seen dealerships doing twice the business of the one down the road, with similar brands, suburb and team size. The difference is routine. Top dealers don't leave the day to chance. They run it.

Below are the daily disciplines I see in every high performing showroom TSS trains in. None are complicated. All drive consistency even when nobody's watching.

THE MORNING OPPORTUNITY MEETING

This is where the day is won or lost, not on the showroom floor.

1. Ask how the team will make the next eight hours count and name today's top priority prospect.
2. Review yesterday's no-shows, prospect leakage and every salesperson's pipeline.
3. Confirm enough appointments are booked. Ten appointments sell seven cars.
4. Have your Business Manager update finance penetration, repayments, change over and test drive reminders.
5. Keep meetings to 20 minutes. If it becomes a chat fest, you've lost the room and the morning.
6. Re-iterate qualifying, trial closing and commitment before final price.
7. If someone hasn't sold in three days, hold a one on one. Not punishment, coaching.

Skip this meeting and you're not managing a dealership, you're hoping one runs itself.

THE PROCESS DOESN'T CHANGE, EVEN WHEN YOU'RE BUSY

Top dealers hold the sales process every day, especially when it's tempting not to. Welcome, qualify, present, walk the trade, test drive, trial close, inform management, negotiate, double close, follow up.

Ten steps, every customer, every time. Let one person skip a step and you've taught them the process is optional. It isn't. Predictable process turns a mediocre month into a target hit.

The double close is usually dropped first. No customer leaves without meeting a second face. No one walks until the boss talks. Repeated daily, that saves more deals than any special or extra ad spend.

TIME MANAGEMENT ISN'T OPTIONAL

The best managers protect their team's time and their own. Poor time managers follow whoever shouted last. Loudness gets mistaken for importance, and the day gets hijacked by noise.

Top dealers live where it matters most: important but not urgent. Coaching, planning, product knowledge. Not fires caused by poor planning, training and discipline.

Insist on this:

Make a quick morning list, handle each piece of paper once, and finish one job before starting the next.

Keep a weekly activity schedule, and if interruptions won't stop, go somewhere they can't find you. Fight for uninterrupted planning time.

RULES OF DELEGATION

Where possible, give twenty five percent of your responsibility to your successor. If you're not building someone underneath you, you're not managing, you're doing the job twice. Delegation is a daily discipline, not an overload handover.

PRODUCT KNOWLEDGE AND FEEDBACK, NON-NEGOTIABLE

Top dealers test product knowledge regularly. Engine size, safety features, competitor advantages. If your team can't answer cold, they're guessing in front of customers who've already done the homework.

Every month, sit one on one with every salesperson. Review the month gone, agree the next target, and get written commitment from both sides. Miss that five minute conversation often enough and it becomes a year of missed targets.

THE DAILY DISCIPLINE FORMULA

Twenty sales this month closing at one in four means eighty fresh prospects are needed.

Across twenty two working days, that's 3.6 fresh prospects every day, without fail.

By day ten, you should have spoken to thirty six fresh prospects. Not sold. Spoken to.

This is what separates top dealers from the rest. Not motivation, luck or the market, but the discipline to run the same process every day. Average dealers do it when it suits them. Top dealers do it especially when it doesn't.

That's all for this month. Stay on your game, be your best and stick to proven strategies.

— Steve

SUCCESS IN DEALERSHIPS IS BUILT THROUGH DISCIPLINED DAILY HABITS.

ENROL 2, 3 OR MORE & SAVE*

SPECIALTY TRAINING COURSES DESIGNED FOR YOUR DEALERSHIP

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

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.

1 CADET
\$1897*

2 CADETS EA
\$1697*

3+ CADETS EA
\$1597*

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



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.

1 ADVISOR
\$1497*

2 ADVISORS EA
\$1297*

3+ ADVISORS EA
\$997*

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



SALES EXECUTIVE HIGH PERFORMERS COURSE

Elevate your sales executives' capabilities with our intensive 6-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.

1 EXECUTIVE
\$1497*

2 EXECUTIVES EA
\$1297*

3+ EXECUTIVES EA
\$997*

WHAT'S INCLUDED?

- 6-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



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.

1 MANAGER
\$1597*

2 MANAGERS EA
\$1497*

3+ MANAGERS EA
\$1297*

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



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.

GROUP SIZE
UP TO 30

GROUP PRICING

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

