



THE TSS INSIDER

TSS SALES INSIGHT

THE WELCOME sets the tone for the entire interaction. In the first few seconds, the customer decides:

- Are you a professional or someone that makes them feel defensive?
- Will they follow your lead or control the process themselves?

This is where control either starts or is lost.

OLD BELIEF VS NEW BELIEF

- Old belief: Be friendly first.
- New belief: Be clear, welcoming, and professional first.

Friendliness without structure feels unsure. Professionalism creates safety.

WHY THE WELCOME MATTERS

A weak welcome creates:

- Price shoppers
- “Just looking” responses
- Customers who resist direction

A strong welcome creates:

- Trust
- Reduced defensiveness
- Openness to guidance

Showroom example:

An unsure or overly casual greeting keeps customers guarded. A confident, professional intro positions you as someone worth listening to.

THE CORE PURPOSE OF THE WELCOME

The welcome isn't about being liked, it's about being trusted.

What a Strong Welcome Looks Like

- Clean, professional appearance
- Genuine smile
- Calm confidence
- Balanced eye contact
- Clear introduction and name exchange

Example:

“Good morning, I'm Steve and your name is?”

CHECK YOURSELF

1. What decisions is the customer making of you during the first 30 seconds?
2. What behaviours trigger a “just looking” response?
3. How does your greeting read?

THE TRUE COST OF TAKING SHORT CUTS IN SALES

The idea of taking a short cut is to get to where you want to go faster. While that might work in some situations, it is definitely not the case in the car selling world.

In fact, short cutting is your number one enemy. It blows out your closing ratios, reduces gross profit and erodes your time management. It also leads to stinking thinking because you start to believe it has become harder to sell a car.

Below is a list of questions that often lead to short cutting. At this point, do a head check and ensure none of these have crept into your daily sales strategy.

EXAMPLES:

1. *Are you here to buy a car today?*
2. *What are you hoping to get for your trade-in?*
3. *What have you been quoted?*
4. *Before we go for a test drive, how soon before you wanted to do something?*
5. *You already know about the car, let's go straight inside and get some pricing.*
6. *I'll get an idea of what your trade is worth.*
7. *Sure, it's ok to test drive the car on your own.*

Each of these examples changes the possibility of a great result into a mediocre one. These short cuts occur in dealerships every day (hopefully not yours) for three main reasons:

1. **Consultants buy into customers' objections** such as “*I have seen or driven one before*”, “*I only have ten minutes*”, or “*Just give me an idea of what my trade is worth*”.
2. **Consultants cannot visualise or are not fully committed to the sales process.** If they were, they would recognise that every step they dilute or delete reduces their chances of closing the customer.
3. **Consultants pre-judge customers** by how they look or what they drive.

I know these shortcuts do not work

because I have tried them. Every time I took one, it never paid off.

Walk-In Sales Process

1. The Welcome
2. Qualifying
3. Presentation
4. Appraisal Write Up (Trade-In)
5. Test Drive
6. Trial Closing
7. Inform Management
8. Negotiation & Closing
9. Double Closing
10. Follow-Up

On the other hand, when I followed the sales process, I exceeded target, felt in control and could properly review my performance. If someone did not buy, I would ask myself, “*Did I miss any steps, and what could I have done better?*”

This is why the only thing you can rely on with absolute confidence is your process. It is so predictable that within a few prospects you can work out the exact activity you need to achieve your target, provided you follow the sales process with every customer.

SALES SUCCESS PROSPECT FORMULA

Target: 20 sales this month

You close at: 1 in 4

You need to speak with: 80 fresh prospects this month

You work 22 days this month, so 80 divided by 22 means you need to speak with 3.6 fresh prospects per day. If today is your 10th working day, you should have spoken to 36 fresh prospects so far for the month.

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

– Steve



“EVERYTHING YOU WANT IN LIFE IS BEHIND EVERYTHING THAT'S HARD TO DO IN LIFE.”

HOW MUCH ARE UNMANAGED CALLS COSTING YOUR DEALERSHIP?



START 30 DAY NO COST PILOT PROGRAM

START YOUR 30 DAY NO COST PILOT PROGRAM AND RECEIVE YOUR DEALERSHIP BLUEPRINT, COMPLETE WITH NATIONAL BENCHMARKING, FULL REPORTING AND CALL ASSESSMENTS.

Trusted by **200+** Dealerships and **725+** Sales and Service Departments across Australia.

Most dealerships lose sales on the phone without realising it. Missed calls, rushed conversations, no follow-up. It all adds up and directly impacts conversion and revenue. StreamSpeak ensures every opportunity is captured and maximised.

Avoid these common sales call pitfalls with StreamSpeak:

- ✗ Missed appointments due to poor call handling
- ✗ No visibility on inbound and outbound sales performance
- ✗ Leads slipping through the cracks without proper follow-up
- ✗ Sales teams left guessing instead of improving with real insights

One Platform To Track, Analyse and Improve Every Call

StreamSpeak is a cutting-edge system designed specifically for automotive dealerships to optimise call-handling performance across all departments. With over 20 years of industry experience, StreamSpeak offers powerful insights, tracking appointments, lead follow-ups, and customer re-engagement.

Your StreamSpeak 30 Day No Cost Pilot Program Includes:



All Sales Calls Recorded, Transcribed & Assessed



Automatic SMS Follow-Up



Full Reporting with Dashboard



National Benchmarking



TSS TV Online Training Academy (24/7 access)



Your Dealership Blueprint

Your Team's Best Performance is One Managed Call Away.

StreamSpeak provides tailored solutions for your dealership so every call drives profit, not problems.

Unlock the Full StreamSpeak Platform After Your Pilot:

- ✓ **Never Miss a Lead** 100% SMS follow-up on every call
- ✓ **CRM Integration** Leads logged within 2 minutes
- ✓ **Onsite Training Specialists** Driving measurable results
- ✓ **Complete Visibility** Recordings and call summaries
- ✓ **Maximise Performance** Scoring and benchmarking

Dealer Feedback

"Since getting on board with StreamSpeak, our appointment setting has improved. We're now above the national average. Every customer gets an SMS instantly, including appointment confirmations and missed appointment reminders. Some customers prefer texting over calling, and our managers can respond straight away, which has been a game-changer."

George P - Sales Manager



**SCAN NOW TO
START 30 DAY
NO COST
PILOT PROGRAM**

