



THE TSS INSIDER

TSS SALES INSIGHT LIFTING VEHICLE GROSS STARTS WITH PROCESS

Working with sales teams across dealerships nationally, one thing is consistent. Gains in vehicle gross are coming from how the deal is handled day to day, not market shifts or pricing.

For dealers looking to lift gross pool, a few areas stand out:

1. SET THE TONE EARLY

In call reviews, when conversations go straight to price, gross is under pressure. Strong consultants slow it down, ask better questions, and build value first. That control carries through the deal.

2. BRING CONSISTENCY TO PRESENTATIONS

The gap between top and average performers is often how the vehicle is presented. The better operators follow a structure, link features to the customer, and build value before price comes up.

3. INTRODUCE THE FULL DEAL EARLIER

Finance and aftermarket are often left too late. Teams getting better results bring this in earlier, which supports value and reduces pressure on vehicle discounting.

4. LOOK BEYOND THE NUMBERS

Most teams track results, but not what drives them. Reviewing calls and interactions quickly shows where gross is being won or lost.

5. COACH WHAT GOOD LOOKS LIKE

Top performers are usually doing a few things better and more consistently. Lifting the team to that standard is where the gains are.

From what we see, improving gross pool is about tightening execution. When the process is consistent, the numbers follow.



THE REAL PROFIT LEAK IN DEALERSHIPS ISN'T TECHNOLOGY

Across the automotive retail industry, there's a noticeable shift underway. Conversations that once centred on people, process and performance are now dominated by AI, automation and the promise of rapid transformation. Dealers are being told that smarter tools will drive better results, faster responses, improved follow up, and more opportunities converted. **But on the ground, the reality looks a little different.**

Despite better technology and more data than ever before, **many dealerships are still leaking opportunity at the most basic level.** Enquiries are mishandled, calls lack structure, and customer conversations fail to build value. The result? Missed appointments, inconsistent performance, and ultimately, lost gross.

From what we're seeing across hundreds of call reviews and dealer workshops, **the issue isn't a lack of tools, it's a lack of consistent, well executed process. And no amount of AI can compensate for that.**

Typically, when we work with a sales team, we start by analysing the dealership's **gross pool.** It gives a clear baseline of how each consultant is really performing.

What we often see is a gap. One consultant might average \$1,500 per unit, while another sits closer to \$3,800. On the surface, both look solid, delivering cars, hitting targets, and ranking well. But the difference underneath is significant.

Two consultants selling the same number of units can produce very different results. One might generate \$22,500 for the month, the other \$57,000. That is a \$34,500 gap on the same volume.

Layer in conversion and it becomes even clearer. **The higher performers are not just making more per deal, they are converting more opportunities** through better conversations, stronger control, and clearer value building. That is where the real difference sits.

Technology can absolutely enhance a high performing sales environment. It can surface insights, automate follow up, and provide visibility. But it doesn't replace the fundamentals. It doesn't control a conversation. It doesn't create urgency. And it doesn't maximise the total profit opportunity within a deal. That is where many teams are falling short.

Too often, gross is treated as an outcome

rather than a system. Vehicle margin is chased, while finance and aftermarket opportunities are introduced too late, or not at all. Inconsistent conversations lead to inconsistent outcomes, and that variability shows up directly in the numbers.

The dealerships that are outperforming right now are doing a few things differently:

- **They audit the first point of contact.** Not just lead volume, but how those opportunities are handled. Are calls structured? Is the consultant leading the interaction? Are appointments being set with intent?
- **They standardise their sales process beyond the CRM.** It is not just about ticking steps, it is about defining what good looks like at every stage of the customer journey and coaching to it consistently.
- **They treat gross as a system.** Vehicle, finance and aftermarket are not separate conversations, they are integrated early to build value and maximise total profitability.
- **They use AI as an enabler, not a shortcut.** The best teams are leveraging AI for insights, coaching and efficiency, but still investing in skill development and training.

This is not about rejecting technology. AI will continue to play a critical role in how dealerships operate. But its impact is directly linked to the strength of the process it sits on top of.

Right now, there is a risk in the industry of chasing the next silver bullet while overlooking the fundamentals that actually drive performance. **The dealers who will win over the next 12 to 24 months will not be the ones with the most tools, they will be the ones who combine smart technology with disciplined process and capable teams.**

Because in the end, it is not the system that sells the car. It is how well your people use it.

Focus on the fundamentals, keep your conversations tight, and let technology support performance, not replace it.

— Steve



“TECHNOLOGY CAN ASSIST, BUT WITHOUT PROCESS, PERFORMANCE WILL ALWAYS FALL SHORT.”

ARE YOU MEASURING THE CALL OR MISSING THE SALE?



START 30 DAY NO COST PILOT

INCLUDES TRAINING

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

Training

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

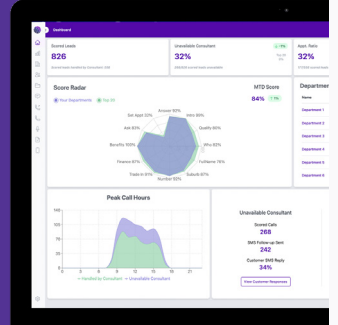
Dealer Feedback

"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**



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