



THE TSS INSIDER

TSS SALES INSIGHT NEW: TSS MANAGER TRAIN THE TRAINER PROGRAM

Alongside our consultant call certification program, TSS has developed a dedicated leadership program for managers and sales leaders.

The final stage of the **Call Handling Certification Program, Level 4 (Manager): Train the Trainer Program** helps dealership leaders coach more effectively, improve consistency across the sales floor, and build stronger phone performance cultures.

With more brands entering the market and many less experienced staff joining automotive retail, dealers need more than consultant training. Managers need a practical framework to coach, review and develop their teams consistently.

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

What's Included

- 6 structured manager coaching modules
- Video based leadership and coaching training
- Printable workbook resources
- Quizzes and certification testing
- TSS call scorecard training
- Coaching and accountability frameworks
- Roleplay and team training systems

Key Focus Areas

- Coaching calls effectively
- Breaking calls down using the TSS 5 Step Framework
- Running one on one coaching sessions
- Identifying skill gaps quickly
- Improving appointment conversion and show rates
- Using scorecards and call standards consistently
- Running realistic role plays
- Building accountability without micromanaging
- Creating a phone first culture

Why We Built It

One of the biggest gaps we see in dealerships is inconsistency in coaching. Many managers listen to calls, but few have a structured process for reviewing, developing and improving consultant performance. This program shows exactly how TSS trainers review calls, identify opportunities and coach improvement step by step.

The goal is simple: Create stronger managers, more consistent sales teams and better customer conversations across the dealership because long term performance is never built on motivation alone.

(Launching soon, contact TSS for more information.)



NEW FINANCIAL YEAR: STANDARDS, ACCOUNTABILITY & FIXING THE GAPS EARLY

The start of a new financial year is where strong dealerships separate themselves quickly. EOFY is done. Targets, pressure and expectations reset.

Now the focus becomes simple:

- What worked?
- What didn't?
- Who performed consistently?
- Who needs development?

The biggest mistake dealerships make after EOFY is easing off process and accountability.

The strongest operators tighten standards early and build momentum before the market settles.

1. Review the Truth, Not Just the Numbers

Start the new financial year with an honest review of:

- Appointment conversion
- Show rates
- Lead response quality
- Follow-up discipline
- CRM usage
- Gross retention
- Trade and finance conversations
- Phone handling consistency

Not every underperformer has an effort problem. Many have a skill gap. The key is identifying it quickly and coaching it properly.

2. Objections Are Increasing

Across 2,000 dealership calls reviewed by TSS, the most common objections were:

1. Price/budget concerns (36.4%)
2. Vehicle availability (21.2%)
3. Timing & scheduling conflicts (17.0%)
4. Vehicle specification concerns (16.9%)
5. Finance concerns (13.7%)
6. Shopping around competitors (13.4%)
7. "Just looking" / Not ready (13.2%)
8. Distance from dealership (11.3%)
9. Wants to consult partner (11.3%)
10. Wants to test drive first (10.9%)

Sales teams aren't just handling enquiries. They're handling hesitation and comparison daily. This is where process and training matter most.

Dealerships should be asking:

- Who struggles with objections?
- Who loses control of the call early?
- Who avoids asking for appointments?
- Who is weak on follow-up?
- Who is discounting too early?

Unaddressed skill gaps compound results later on.

3. Maintain Daily Discipline

The best dealerships stay disciplined after EOFY. Morning meetings should focus on:

- Open leads requiring follow-up
- Appointment confirmations
- Previous day no shows
- Unsold showroom traffic
- Sales run rate versus target
- Finance and trade opportunities
- Aged stock focus
- Delivery pipeline

Short. Clear. Accountable. Strong dealerships create daily clarity.

4. Reposition What Didn't Move

Every dealership has stock that rolled into the new financial year. Now is the time to review:

- Market pricing
- Online merchandising
- Yard presentation
- Vehicle positioning
- Ageing stock strategy
- Consultant confidence around product presentation

Often the issue isn't the vehicle, it's how it's presented. New energy and sharper process create movement.

5. Consistency Beats Motivation

Top dealerships don't rely on "good months." They rely on:

- Clear process
- Repetition
- Coaching
- Accountability
- Consistent standards

Managers should already know:

- Who is improving
- Who is drifting
- Who needs skills development
- Who needs stronger accountability
- Who is avoiding process

Specific feedback drives faster improvement than general conversations.

The new financial year isn't about starting over.

It's about tightening standards, fixing weak areas and building consistency before competitors do. Pressure exposes. Process stabilises.

The best teams lean into both.

— Steve

"THE NEW FINANCIAL YEAR MEANS TIGHTENING STANDARDS AND BUILDING CONSISTENCY."

ENROL 2, 3 OR MORE AND SAVE*

SET THE STANDARD FOR FY26

EQUIP & UPSKILL YOUR TEAM TO DRIVE STRONGER PERFORMANCE.

✓ 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.

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



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



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.

INVESTMENT 🧑 1 EXECUTIVE **\$1497***

🧑 2 EXECUTIVES **\$1297 ea*** 🧑 3+ EXECUTIVES **\$997 ea***

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.

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



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 (POA)

🧑 UP TO 30 PARTICIPANTS

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

