



THE TSS INSIDER

UNLOCK SALES SUCCESS: WHY INVESTING TIME IN TRAINING IS YOUR SECRET WEAPON

Hello Team, I hope this message finds you well and fired up for the month ahead. Today, I want to talk about something that's often overlooked but can make a huge difference in your dealership's results—**training and planning**. As sales managers and consultants, we're all busy. The day seems to fill up with appointments, customer negotiations, and problem-solving. But here's the truth: **how we spend our time today shapes our results tomorrow**.

Many sales managers tell me, **"I just don't have the time to train my team."** And I get it. You're busy signing new customers, delivering cars, and handling issues that pop up unexpectedly. But ask yourself—**are these problems slowing you down because of gaps in knowledge?** Sometimes, we create our own hurdles by not investing a little time upfront. For example, **improving closing skills means you can close deals before the customer leaves the showroom**, reducing follow-up and re-negotiation. That's **time saved, effort conserved, and deals closed faster**.

Let's talk about planning. If a consultant's goal is to sell 20 cars a month, you need to speak to about 80 prospects—roughly 3.6 per day. If you only speak to two customers yesterday, today's goal jumps to five or six customers you need to speak to. Being organised and aware of your **daily run rate** means you can prioritise the right conversations. It allows you to avoid wasting time cruising around or engaging in small talk with team mates or suppliers when your focus should be on those prospects most likely to buy.

Investing time in training isn't just about learning new words or techniques; it's about reducing mistakes, avoiding time-consuming follow-ups, and preventing issues that could've been avoided with better knowledge. The more you train your team, the less time you spend putting out fires later.

I saw this firsthand a couple of weeks ago at a dealership. A sales consultant had a

customer at their desk, quoting on a vehicle. The customer had been there a while, and suddenly they got up, shook hands, and left. When I asked what happened, the consultant said, **"They weren't quite ready, they just wanted to have a look today."** But I saw a different story—**what if that customer had been offered a simple introduction to the sales manager?** As a previous sales manager myself, I can tell you that asking, **"If I did something special for you, would you consider it?"** often turns a hesitant look

"HOW WE SPEND OUR TIME TODAY SHAPES OUR RESULTS TOMORROW."

into a signed deal. **A quick manager intro can sometimes be the difference between a lost lead and a closed sale.**

That's why **role-playing and practicing your word tracks matter**. Whether you're a manager or a consultant, taking the time to rehearse what you say and how you handle objections pays off financially and saves time. It's about working smarter, not harder.

So, I challenge you—pause and analyse your day. Are you prioritising your activities? Do you know your daily customer run rate? Have you learnt any new word tracks this week? Did you leave a customer without a manager introduction when you could have made one?

Remember, **investing in training and planning isn't a luxury—it's a necessity for those who want to sell more and work more efficiently**. When you understand your numbers, sharpen your communication, and role-play your approach, you set yourself up for success.

Thanks for reading, and I hope this month's insights inspire you to elevate your game.

Let's make it your best yet!

FEEDBACK FROM DEALERS

TSS has helped our company with sales training and staff recruitment. The sales training is unique, combining classroom, dealership, and onsite one-on-one training. The facilitators have a deep understanding of the industry, dealership operations, and staff needs.

Nick F

General Manager (Operations)

We needed to improve the performance of our under performing teams in base areas such as telephone handling technique, gp per unit, management processes etc. We chose to use TSS's services as they have a good industry reputation and improvement results achieved at other dealerships.

Rod A

General Manager

TSS provides thorough, in-depth onsite and online training programs that help our sales, service and parts teams.

Joseph C

Dealer Principal

We are very impressed with the multiple training options offered by TSS that benefit cadets, experienced salespeople, and sales managers alike. With their 30+ years of experience, we are confident in endorsing their services to Kia dealers. I've personally used TSS training methods during my time as a sales manager and saw proven success. We believe TSS can help drive results, especially as we launch new products like the Kia Tasman.

Robert C

Regional Sales Manager

The team at TSS have provided us with a structured training program for our Sales and Service staff, which has assisted us in maximising our results from our inbound sales and service calls.

Mitch S

General Sales Manager

ENROL 2, 3 OR MORE AND 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.

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 MASTERY COURSE

Elevate your sales executives' capabilities with our intensive 8-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?

- 8-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 1 FULL DAY ONSITE TRAINING **\$6995***

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

