



THE TSS INSIDER

REACTING AND ANTICIPATING: INSIGHTS FOR YOUR SUCCESS

Hello Team, if you're not anticipating and preparing for the future, you might be feeling a bit overwhelmed battling in a highly competitive market.

You could have concerns around **reaching volume and gross targets**, a lack of confidence in your offers based on inquiry levels, or your sales processes might be lacking, evident in **low appointment and conversion ratios**.

Not being in control develops an overwhelming feeling, and the knock-on effect impacts your mindset, reducing confidence, increasing negativity, and slowly eating away at your mood and leadership.

If you're feeling this, I want to help. I can show you how to **get in control, gain some quick wins, and get back to being your best**, where attitudes are more along the lines of *"nothing's a problem, only an opportunity."*

You see, **things don't happen to you, they happen for you, and for a reason**. This may be your best opportunity in a long time for massive personal growth. You are the one who can turn this around. You are the one who makes things happen. **If life is throwing lemons at you, you have a choice: make lemon juice or lemonade.**

I'll share two formulas right now that most sales trainers don't know, or don't want you to know, probably because they want you to keep coming back to them for advice.

Step 1: You can change your results by analysing the 6 P's in your business and making changes in one or more of them:

1. **Price:** Am I getting enough inquiry? Is my offer irresistible?
2. **Promotion:** Are my advertising mediums generating phone inquiry?
3. **Process:** Is our call handling process consistent across all brands and consultants?
4. **People:** Are my consultants trained to uncover needs, identify buying motives, anticipate objections, and set appointments

at 30% or higher on the first call?

5. **Product:** Is my stock prepped, smiling, strategically placed to attract attention, and easy to access for test drives (are cars unlocked and do they start)?
6. **Place:** Are we offering alternatives for appointments such as going to customers' homes or offices, FaceTime walkarounds and valuations, or local events that give our dealership more exposure?

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Step 2: The Improvement Formula

1. Circle one or more of the 6 P's based on where improvement is needed.
2. Identify and write down the result you're getting in this area.
3. Write down the result you want in this area.
4. Ask yourself: *"What do I need to change to get from where I am now to where I need to be?"*

See the Improvement Formula in action on the right.

I'm confident you now have fresh insight into focusing on what you can control by using the **6 P's and the Improvement Formula**.

As always, be awesome, be your best, and reap great results, which will be in proportion to the improvements you make.

The TSS team and I are here to serve and help you achieve the results you desire. Reach out to any of us if we can help.

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

Let's make it your best yet!

Example Of The Improvement Formula:

Improvement Topic:

- *Process – Sales call handling*

Current result:

- *We took 150 calls*
- *Appointed 30 customers*
- *Equals 20% appointment ratio*

Desired result:

- *I need at least 15 more appointments from the same amount of leads*
- *This will deliver 10 more sales*

Action plan:

- *Increase the appointment ratio from 20% to 30% by holding the team accountable for all calls through outcome reviews and CRM logging/reconciliation*
- *Monitor call outcomes in real time to enable timely follow-ups and recover missed appointments*
- *AutoSmart will also send a follow-up SMS ("thank you" and "I'm your second contact") after every call, boosting engagement and driving a 42% customer response rate*

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

