

STORE LEADERSHIP DAY

How to LEAD & GROW Tyrepower



David and Michelle Staughton
Superstar Training



MY BUSINESS JOURNEY & LESSONS IN REINVENTION

“I made a LOT of Mistakes”





BROCK'S HARDWARE

Melbourne, Australia

**Wouldn't CHANGE
- CLOSED DOWN 1980**

WORKED AS A GEOLOGIST



DAVE's EARLY DAYS IN BUSINESS

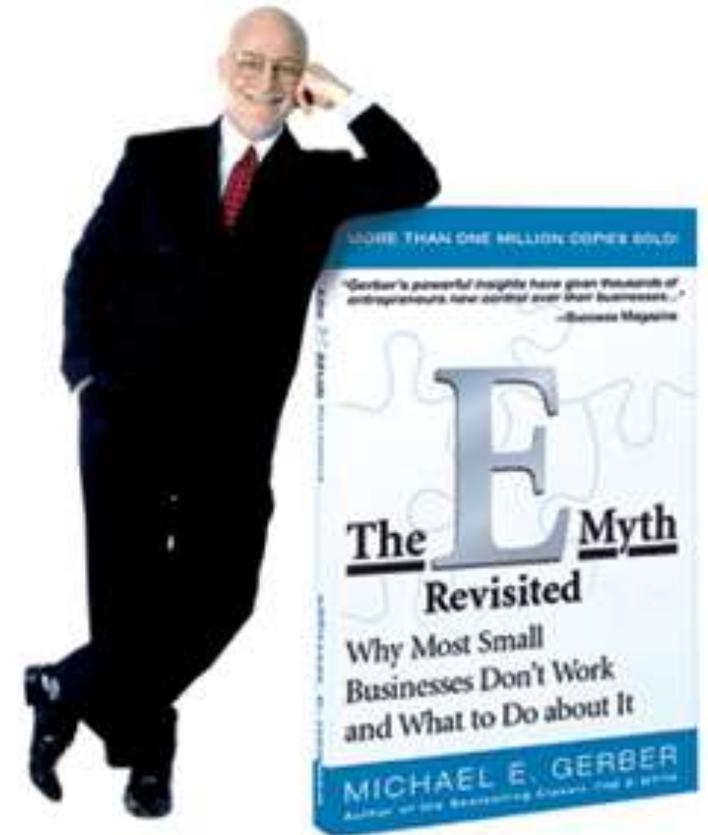
Bought a Derelict Restaurant In 1987



READ 2 BOOKS that changed my life

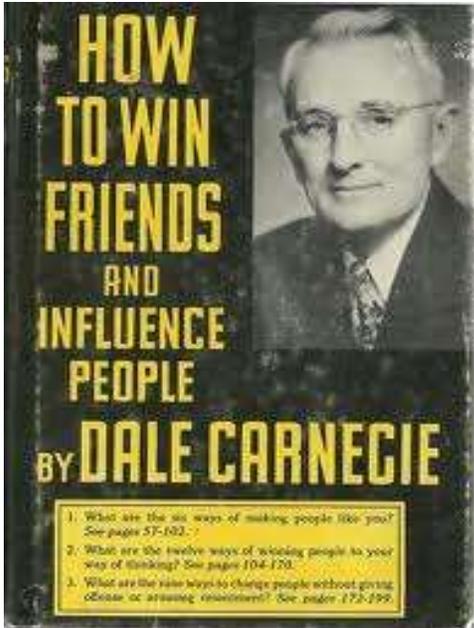


PEOPLE



SYSTEMS

How to Win Friends & Influence People



Fundamental Techniques in Handling People

1. Never **criticize, condemn or complain.**
2. Give honest and sincere **appreciation.**
3. Arouse in the other person an **eager want.**

Six ways to make people like you

1. Become **genuinely interested** in other people.
2. **Smile.**
3. Remember that a **person's name** is to that person the sweetest and most important sound in any language.
4. Be a **good listener.** Encourage others to talk about themselves.
5. Talk in terms of the **other person's interests.**
6. Make the other person **feel important** - and do it sincerely.

People
Skills
101



Lessons from DAVE's BIGGER CLIENTS



THE BEST FRESH CHICKEN



THE RULE OF 26

REVIEW FROM LAST YEAR

What do you remember?

TYREPOWER RESOURCES FROM DAVE

<https://davidstaughton.com.au/resources/tyrepower/>

MASTER THE TWELVE FUNDAMENTALS OF BUSINESS

1. **MINDSET**
2. Branding
3. Marketing
4. Sales
5. Systems
6. Customers
7. Leadership
8. Technology
9. Website
10. Finance/Legal
11. Risk Management
12. Succession / Exit

LEADERSHIP AGENDA TODAY

- Always Know Your Outcomes
- Dave's Tyrepower Resources
- Rule of 26 – Last 12 mth review
- Marketplace Update and Strategies
- Organisational Clarity
- Team Ratings
- Staff Performance & Engagement
- Team Incentives & Competitions
- AI & New Technology
- Leadership – The Path to Success
- Recruiting - Find, Attract & Keep Staff
- Building Systems & SOPPs
- Understand Yourself & Others DISC
- Coaching Skills
- Make more Sales - Grow Your Revenue
- Opportunities for Growth
- Store Profit Modules
- Best Improvement Ideas
- Teamwork – using Love Languages
- Financial Benchmarking & Reporting
- Time Management & Efficiency
- Creating Systems & Processes SOPPs

*What are Your
OUTCOMES for today?*

Fill in the Cards

EXERCISE

THE NAILS GAME

**How Many Nails can you Balance
on the Head of a Nail?**

LESSONS FROM THE NAILS GAME



- Don't Give Up easily!
- First time is the hardest
- Work the SYSTEM
- Roles + Teamwork + Plan + Process = Wow!
- **PRACTICE** increases speed
2 hours > 20 mins > 2 mins > 20 sec
> 10 seconds

GETTING THINGS DONE – MORE LESSONS FROM THE NAILS GAME

- ✓ Which resources have you tried?
- ✓ Online Solutions - Google – What? Or Youtube – How?
- ✓ Observe or Ask others – Request Assistance – Don't just DIY
- ✓ Learn from Others and Improve – R & D – (Ripoff & Duplicate)?
- ✓ Teamwork - Allocate Roles & Responsibilities
- ✓ Try things and Experiment – Research & develop a new way (fail faster)
- ✓ ANY Feedback and Focus improves performance (speed)
- ✓ Develop a better System & Process – checklists!
- ✓ Outsource – Get someone else to do it!
- ✓ You don't have to DIY – just get it done well.

TUNE UP / DEBRIEFING QUESTIONS

- *What happened?*
- *So what?* (does that mean)?
- *Now What?* (are you going to do differently)

MARKETPLACE UPDATE & STRATEGIES

HOW'S BUSINESS?

GROWING?

SLOWING?

GOING?



THE FUTURE



SURVIVING A SALES SLUMP IN TOUGH TIMES

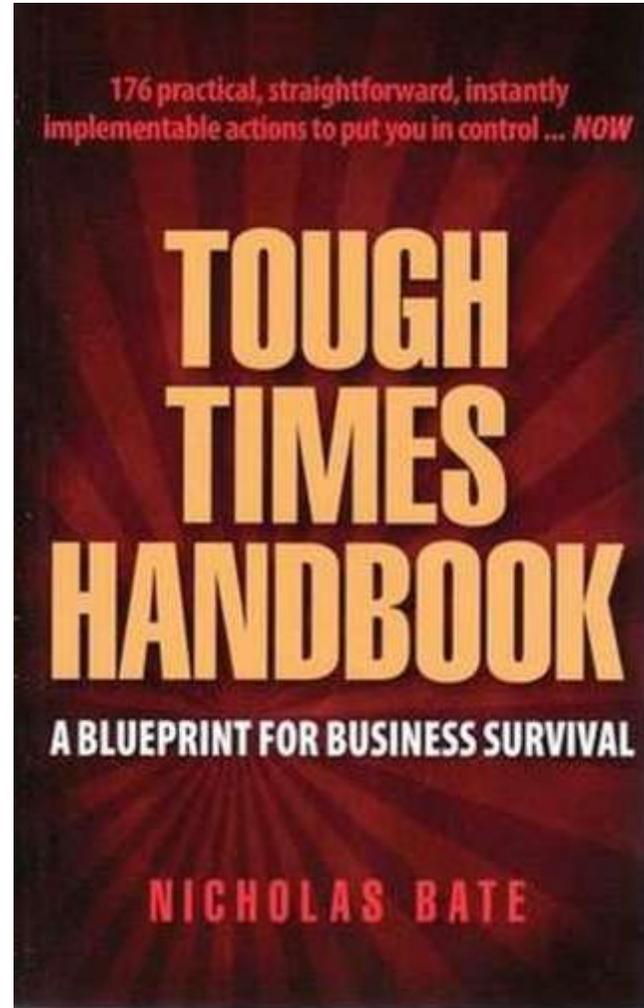
1987 – Stock Crash

2000 - Techwreck

2007 - GFC

Maximise
your Resources
& Think
Countercyclical

Tough Times
Never Last



- ✓ Thoughts
- ✓ Turnover \$
- ✓ Teamwork
- ✓ Technology
- ✓ Training



SIX BIG COVID SHIFTS & NEW LENSES

Virtual Everything	Much More Technology	Reinvention - 'Born Again'
Future of Work	New World of Leisure	Your Health & Future Risks



ARTIFICIAL
INTELLIGENCE



ChatGPT



Change Brings Gifts

**“Find the
opportunity
in change”**

Opportunity



So What's Your Business Strategy?



PLACE YOUR BETS

Hope Is Not A Business Strategy

MSUAWGA

“Making Stuff Up
As We Go Along”

PIDOOMA

“Picked It Directly
Out of My Ass”

CACAPUP

“Cut All Costs &
Put Up Prices”

DLATN

“Don’t Look At
The Numbers”

SBRM

“She’ll Be Right
Mate!”

SALY

“Same as
Last Year +10%”

IMPLEMENTATION – JUST DO IT!

IN TURBULENT TIMES, GROW MARKET SHARE IN GOOD TIMES, GROW PROFITS!



1. DIVERSIFY!

Sell More Extras & Add-On Services

2. ALLIANCES & JV

Working Together for Synergy

3. AGGREGATION

**Getting Bigger / Expand – Trim
Costs**

4. INNOVATION

Grow the PIE with New Ideas!

MANY OPPORTUNITIES FOR GROWTH

1. **Superstar Customer Experiences** – Wow! Magic Moments / Help me out
2. **RRR** – Get More **Reviews, Repeats & Referrals**
3. **Team Incentives / Campaigns** – Use Recognition and Rewards
4. **Be Busy All Year Round** – Fill your Shoulder Season & Quieter Times
5. Improve your **Sales Skills** - Improve High Ticket & Low Ticket Sales
6. **Cross-Promote Products** – Flyers, Signage & Plasma TVs
7. **More Lead Generation** – Local Marketing, SMS and Combos
8. **Retailing Magic & Innovative NEW offers!**

Doing The Most You Can With What You Already Have

- ✓ Contact Your Existing & Past **Customers** (Database & WOM) – Reoffer!
- ✓ Convert More of Your Existing & Past **Enquiries** (Improve Sales Skills)
- ✓ Partner with **Friends** - Relationships, Alliances & JVs (Be a Beacon!)
- ✓ Connect with **Locals** - Groups, Influencers, Sponsorships (Synergy)

✓ **ADD VALUE & COMMUNICATE MORE**

IN TURBULENT TIMES

Make the most of ALL Your Resources

- Assets
- Database
- Website Visitors
- Enquiries
- Customers
- Alliances and Partnerships
- Your Mindset
- Your Team
- Your Technology
- **WHO & WHY?**

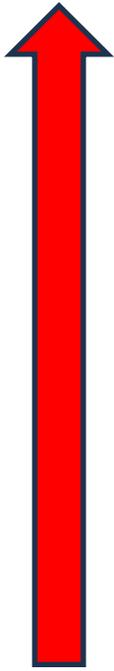
What's Working?

What are Your **Best Growth Ideas**
for Turbulent Times?

Fill in the cards

LEADERSHIP DEVELOPMENT & STAFF SUCCESSION

PATHWAY TO SUCCESS - TYRE STORE ROLES



Role	Income	Skillset
Multi Store Owner	Bigger Money	Manage Assets, Lead Managers, Growth, Numbers, Buying
Store Owner	\$\$ to \$\$\$\$\$\$	Manage Assets, Lead People , Growth, Numbers , Buying
Store Manager (Sales Lead)	\$\$\$\$	Manage People / Growth / Numbers (Incentives)
2IC – Workshop Manager	\$\$\$	Supervision & Sales (Incentives)
Salesperson	\$\$\$ to \$\$\$\$	Sales Maker – Front Desk / Forecourt (Incentives)
Admin / Server	\$\$	Order Taker – Front Desk / Office Admin
Mechanic	\$\$\$	Mechanical Repairs – Battery, Servicing etc
TyreTech	\$\$	Tyre Fitting, Balancing, Puncture Repairs etc
Support / Apprentice	\$	Clean Up, Stock Moving, Sweep & Basic tasks / Task Checklist

SALARY INCOME vs ASSET GROWTH

AVOID Manageritis

“Pouring Beers” story

Don't get a Dog and Bark as Well

ORGANISATIONAL CHARTS / SUCCESSION & GROWTH

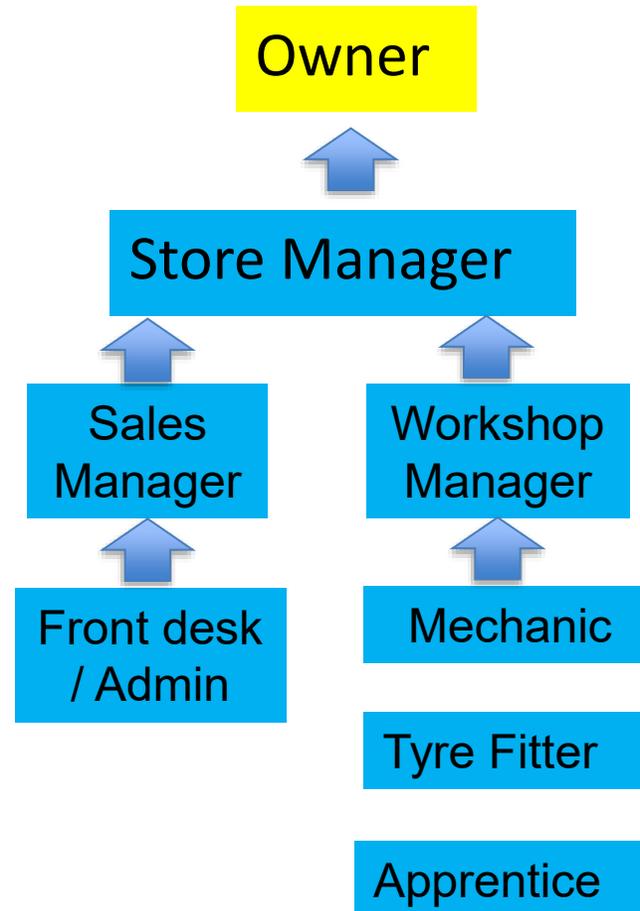
YOUR STRENGTHS

G – Get the Work

D – Do the Work

A – Admin / Finance

Y – Your Team (HR)



Develop Your Team
and Replace Yourself
(MOVE THEM UP)

**GROW BIGGER WHERE YOU ARE
BEFORE MULTI-STORE**

**BUILD YOUR TEAM & SYSTEMS
BEFORE EXPANDING**

**CLEAR VALUES / EXPECTATIONS
“THE TYREPOWER WAY”**



Who are your Next Leaders ?
Who's Your 2IC?

Eight Great Future Leader Selection Criteria

1. Ambition, Drive or 'Work Ethic' (Hungry = MMM)
2. Mindset for Success (Expectation/Beliefs)
3. Teamwork not Soloists (DIY -> DIT) – Team
4. Ability to Lead a Team (ME ->WE) – Sports Coach
5. Spouse Support (No Naggers!)
6. Sales Orientation (Connectors - L.A.M.)
7. Social Orientation (People friendly person)
8. “Customer Service” Mindset

PEOPLE

- Building a Winning Team
 - Develop Your Culture behaviours
 - Assess Individual Traits
 - Performance Appraisal Systems
 - Develop Feedback Methods
 - More Regular Team Meetings
 - Share Goals & Numbers
 - More Training!!!
- ✓ Purpose – Why?
 - ✓ Recruitment
 - ✓ Induction
 - ✓ Motivation
 - ✓ Outcome Focus

“Work Hardest on
ATTRACTION,
SELECTION &
DE-SELECTION”

To Build a Great Team!

Biz Card recruiting!

TYRESTORE MULTI-STORE EXPERTS

- **Nigel Chynoweth**
- JAX Quickfit
- 32 outlets \$70m p.a.
- www.bizbuysell.com.au



- **Steve Lange**
- Tony's Tyre Service NZ –
- 22 Stores. (sold in 2008)

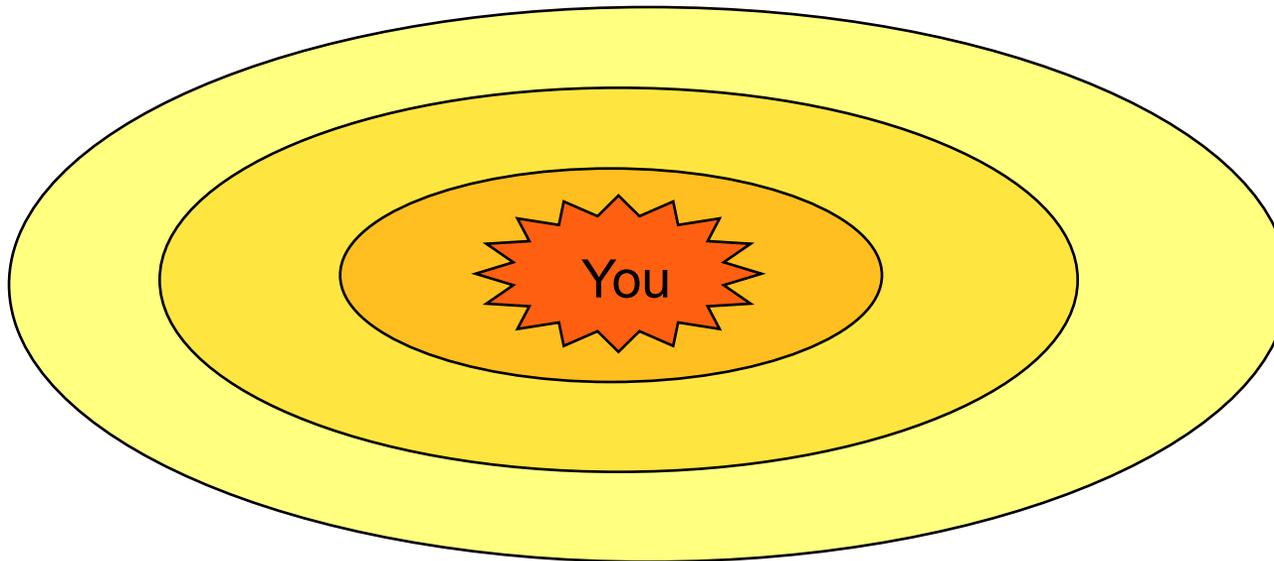


LEVELS OF LEADERSHIP

SELF - Self Discipline

STORE - Leading others **around you**

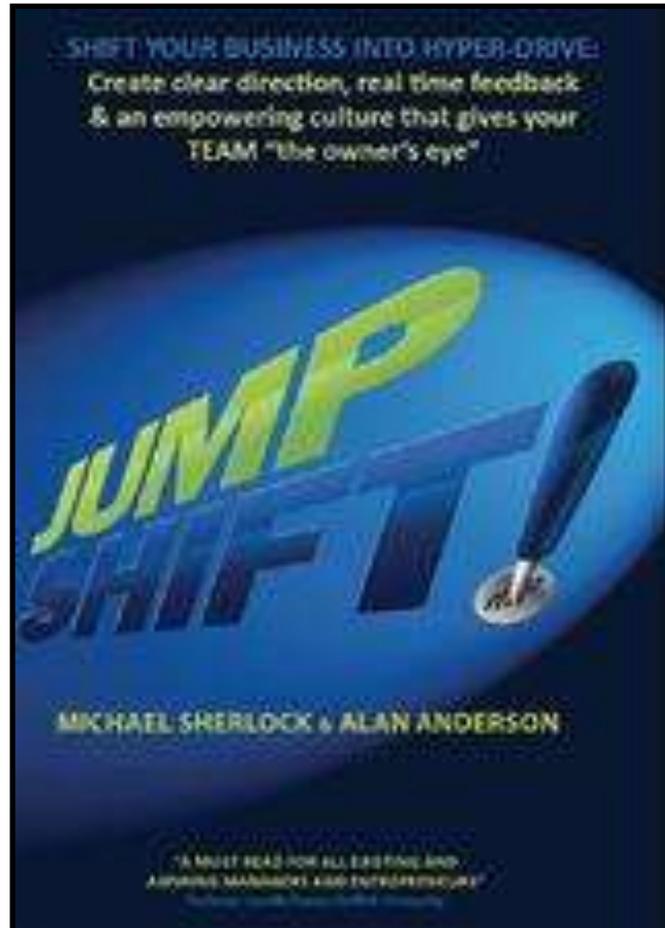
MULTI SITE - Leading others **away from you**



**WIN HEARTS &
MINDS!**

Vision
Character
Values
Stories

BEST GUIDEBOOK TO MULTI-STORE EXPANSION



- Michael Sherlock
- Brumby's Bakery Founder



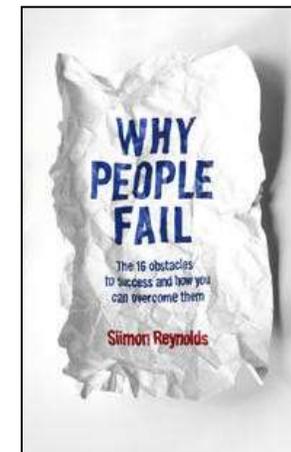
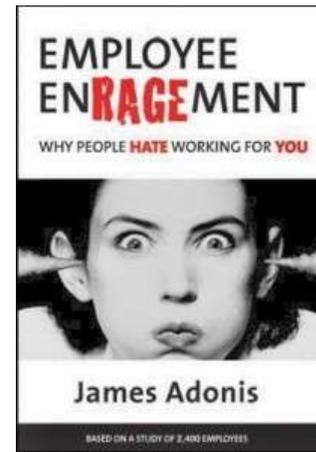
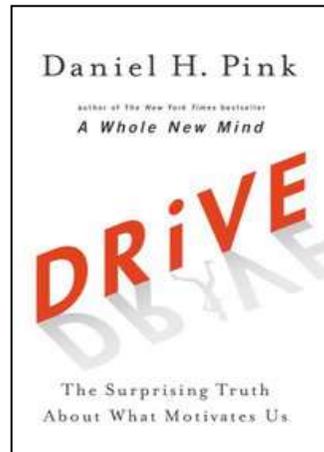
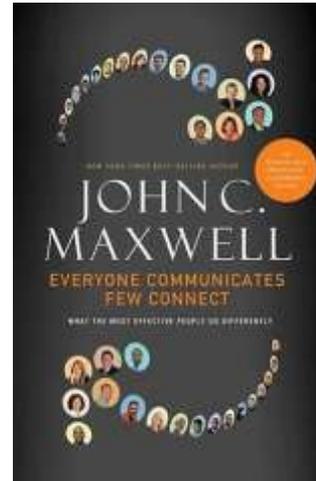
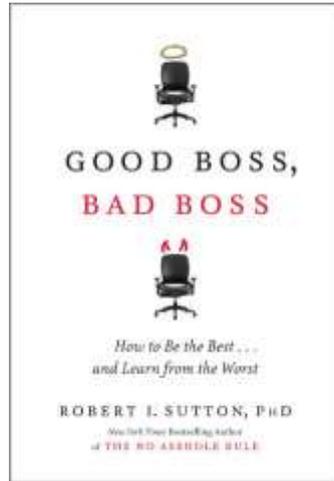
SHARE YOUR BEST LEADERSHIP EXPERTS

– VIDEOS, PODCASTS & BOOKS?



- ✓ Leadership
- ✓ Communication
- ✓ Connection
- ✓ High Performance
- ✓ Motivation
- ✓ Incentivation
- ✓ Engagement
- ✓ Resilience
- ✓ Inspiration
- ✓ Supervision Skills

BEST BOOKS – TEAM LEADERSHIP



SEEK MORE HELP, SUPPORT , RESOURCES

- Your Accountant
- Business Coach / Coaching Group
- Suppliers
- BEC – Business Enterprise Centre
- Tech experts
- Mastermind / Mentor
- Regular meetings

Use AI

CHATGPT
COPILOT
CLAUDE
GROK

NEW TECHNOLOGY & AI

GROUP SHARE

What are your Favourite PHONE APPS?



- WhatsApp for Business
- Genius Scan – make a doc into pdf
- Authenticator
- Audible – Recorded Books
- Spotify – Music/Podcasts
- YouTube – Watch Videos
- Life360 – Tracking Family Members
- TripIt – Travel Itinerary organising
- ChatGPT – AI writer / research
- STRESS - Calm – Headspace - Pzizz
- COMMUNITY - Discord – Reddit

GROUP DISCUSSION

What are your favourite TECH TIPS & TOOLS (AI)?

More Use of Technology – Efficiency Tips

- Website / Reviews
- ConnectPlus
- CRM Software - Database?
- Communication Tools?
- Useful Phone Apps?
- Photos and Videos?
- Using AI?



SLIDEDECK 1b – Embrace the future with AI

TOP CHATGPT Tips

- Get the **Paid Version** NOT Free Version (\$US20/mth)
- Upload Your own **Custom Instructions & Memory**
- Ask it to suggest a Better **Prompt** or ask for 3 more Relevant Prompts
- **Better results** - Try again, manners, offer a bribe or give consequences
- Learn **Advanced prompting** – Act as, Roleplay, Chain prompts
- Decide your **Output** – Pros & Cons, a Table, a Powerpoint, an Image etc
- **Roleplay** – Coach me and Ask me Questions
- **VOICE ChatGPT** - Speak your Question
- Upload your photos or files – use **Projects**
- Secure your data – DO NOT share my data (switch on)
- **Check the Results** - Hallucinations & Errors (References)

ADVANCED PROMPTS & PROMPT ENGINEERING

- You need to tell ChatGPT these elements of a prompt to get better results
1. **[Context / Identity]** You are or Act As
 2. **[Goal / Outcome]** I want you to create (end goal)
 3. **[Process/structure]** how to do it
 4. **[Criteria]** – what success looks like – your output, for local mkt, what I like /do not like
 5. **[Your Details]** be specific
 6. **[Format]** – how you want the output – markdown, dot points, text, article, table, ppt, code etc etc

SOME THINGS YOU CAN DO WITH AI

- Get Ideas for **Strategy / Plans**
- Create **Processes & Workflows**
- **Sales Growth & Training**
- **Marketing & Advertising**
- **Staffing** – HR Systems
- Solve **Difficult Problems**
- Become an **Expert!**
- Get **Help** (use Pics / Vids / Web)
- Better **Letters, Articles & Emails**
- Help with **Personal Relationships**
- Get **Coaching** and Do **Roleplays**
- Practice **Difficult Conversations**
- **Health and Wellness Tips**
- Master Your **Hobbies** - Arts & Crafts
- **Travel Planning** and Advice
- **Parenting Advice**

MARKETING IDEAS with CHATGPT

- New Marketing Ideas for (STORE)
- Study your Target Market & Ideal Clients
- Analyse Our Offer – Products & Services
- Our USP – Unique Selling Proposition – Reasons Why Us?
- In Store Retailing Ideas
- Digital Marketing – Website, SEO, GBP, Online Ads, Social Media Marketing
- Local Engagement – Community Involvement, Flyers, Brochures, Local Directory listings
- Referral programs -Customer referrals, Partnerships with Businesses, incentives
- Promotions and Discounts – Seasonal, First Time Customer
- Email marketing – Build Email list, Regular News, Personal offers
- Content Marketing – educational content, email marketing, blogging, videos
- Reviews and Testimonials – Online reviews Google, FB, Yelp & Customer Testimonials
- Loyalty Programs – rewards repeat customers
- Professional Branding – Consistent Branding, Branded Vehicles
- Networking – Associations, Events, Awards
- CRM – Follow-ups, Nurture sequence, Customer Service Excellence, CS recovery
- Calendar for monthly marketing ideas
- Analyse Website and provide good SEO keywords
- Ways to launch and promote (NEW PRODUCT)
- Cost-effective marketing
- Best hashtags to use
- Design Flyers & Brochures – Headlines, Copy and Images

<https://davidstaughton.com.au/ai-for-small-business/>

SALES IDEAS WITH AI

- Sales scripts & Practice
 - Objection handling phrases
 - How to ask for referrals Guide
 - How to ask for reviews Guide
 - How to take better Photos Guide (before and after photos)
 - Design Better email templates
 - Collate Top sales tips and best salespeople
 - Sales Roleplays & Coaching (Act As)
 - Credentialling– Why choose us
 - Know your Services and Products – reasons Why
 - Writing better email responses / pitch
 - Create sales guides for different services and products – why what how whatif faqs combos
 - Analyse your Inbound Recorded Calls or Presentation Videos
- <https://davidstaughton.com.au/ai-for-small-business/>

STAFFING / HR IDEAS WITH AI

- Organisational Chart
- Job Roles Defined – Job Descriptions
- Job Postings – Best Ads and Platforms
- Recruitment Ideas – Agencies, Social, Better Ads
- Selection Ideas – Questions to Ask, Candidate Testing, Reference Checks
- Induction and Onboarding Checklists
- Training Programs – Online Training
- Employee Handbook
- Workplace Policies
- Legal Resources
- Industry Regulations & Compliance
- Performance Management– Appraisal Templates, KPIs. Feedback and Development
- Conflict Resolution / Termination
- Employee Engagement Methods / Teambuilding and Culture
- Bonus & Incentives Design
- Equity Options (Skin the Game)

<https://davidstaughton.com.au/ai-for-small-business/>

TEAMWORK & ENGAGEMENT

TEAM RATING SHEET – Page 9

Assess Your team!

Relationship, Morale, Ability, Results

YOUR IDEAL EMPLOYEE Page 10

**Attitude, Skills, Knowledge, Experience, Relationships
Presentation/Image**

Group Brainstorm

Understand Yourself & Others with DISC

Page 12

See SLIDEDeck 1c

ENGAGING YOUR TEAM



Bite me!



30%



Whatever...



60%



**Have a
nice day!**



90%



“Authentic not sarcastic”.

Be a True Leader



GET YOUR
LOVE GOGGLES
ON!

STAFF PERFORMANCE

ENGAGEMENT, INCENTIVES & RECOGNITION IDEAS

YOUR LEADERSHIP BEHAVIOUR REALLY COUNTS



**Do you remember your
BEST Teachers at School?**

Or a GREAT Sports Team Coach?

EXERCISE: BEST BEHAVIOURS

WHAT ARE SOME OF THE

CHARACTERISTICS

of the BEST TEACHERS, COACHES

SUPERVISORS & MANAGERS you've known

SOME CHARACTERISTICS OF A LEADER

- ✓ Ethical & Honest
- ✓ Decisive
- ✓ Confident
- ✓ Compassionate
- ✓ Courageous
- ✓ Loyalty
- ✓ Maturity
- ✓ Humble
- ✓ Visionary
- ✓ Persevering
- ✓ Leads by Example
- ✓ Good Work Habits
- ✓ Goal Setting
- ✓ Seeks Improvement
- ✓ Pays Attention to detail
- ✓ Action Oriented
- ✓ Outstanding Communicator
- ✓ Effective Listener

WHAT MATTERS MOST
IS HOW YOU SEE YOURSELF.



The TEAM is a direct
reflection of the
MINDSET
of the Leader.

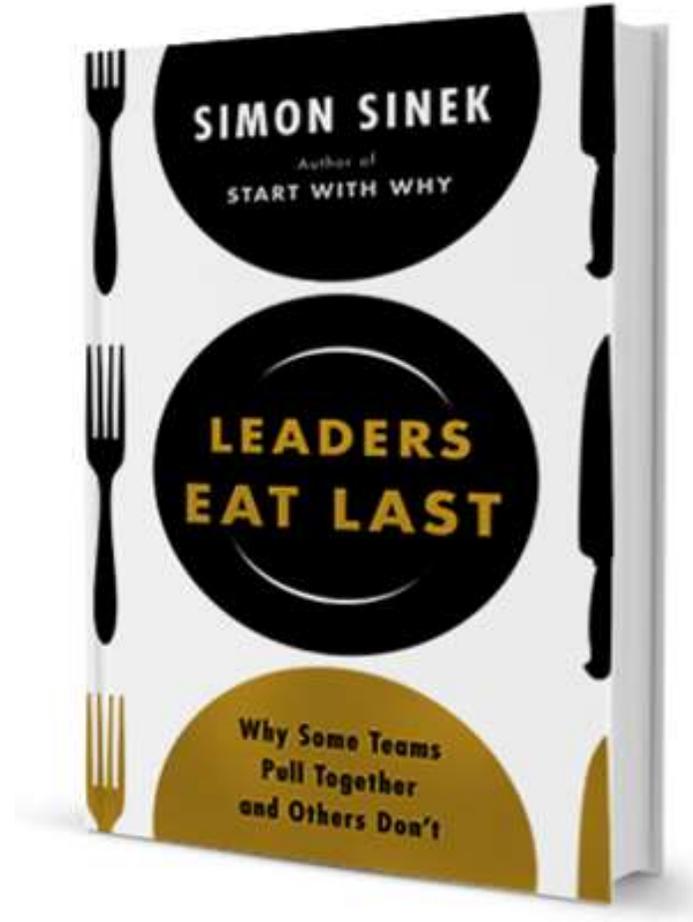
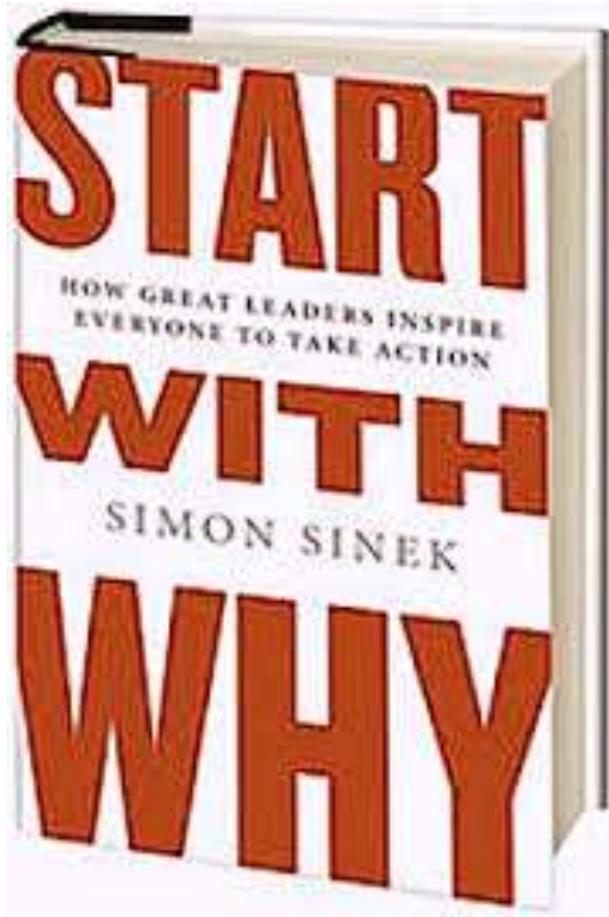
MANY THEORIES ON MOTIVATION

HOW DO YOU MOTIVATE PEOPLE TO
CHANGE THEIR BEHAVIOR ?

HOW DO YOU MOTIVATE PEOPLE
BEYOND THEIR COMFORT ZONE ?



BIGGEST MOTIVATOR = WHY? = VMV



WORK ON YOUR

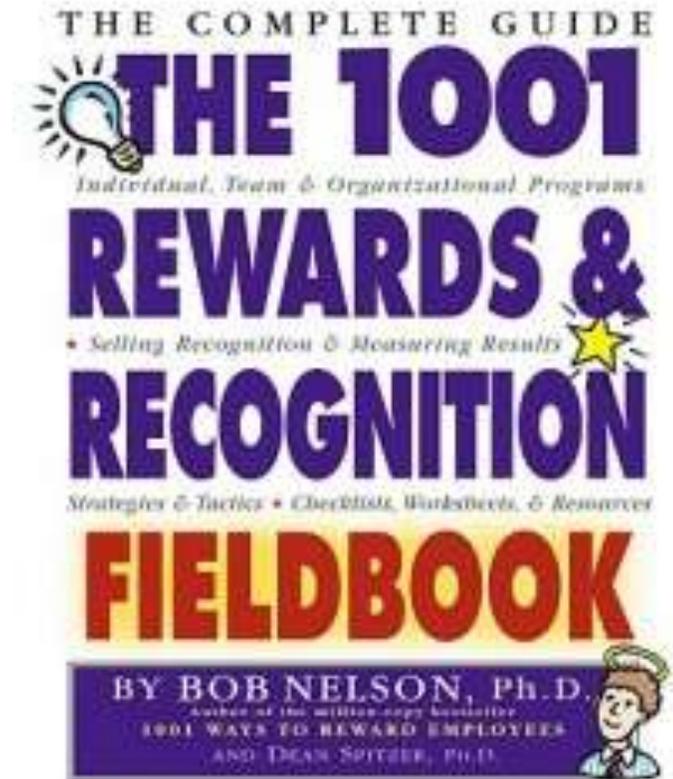
- VISION
- MISSION
- VALUES



Recognise More

REWARD ANY IMPROVEMENT

- Recognition
- Prizes & Certificates
- Publicity & PR
- Management Attention
- Events





STAFF INCENTIVE FAIL



**“What gets
celebrated
gets achieved”**



Celebrate Success

**TEAM COMMUNICATION
& COACHING SKILLS page 14 and 15**

**“Be an asker -
tellers belong in a bank”**

Ask not Tell



“Avoid ‘yep,yep,yep’ syndrome”



Less Talk More Listen

MILLION DOLLAR COACHING QUESTIONS

- *“What do YOU think we should do?”*
- *“What ELSE could we do?” (x 3)*
- *“Which ONE of those do you think is the BEST?”*

- *“We seem to have a problem with ...”*
- *“Have you thought about ... (Give a Hint)”*
- ***DON'T KNOW*** - *“If you did know what would you do”*

**Stop TELLING –
Start ASKING**

**Situational
Leadership**

**REMEMBER - If it's THEIR idea
– They OWN It!**

**BRING ME SOLUTIONS
NOT PROBLEMS**

IDENTIFY THE PROBLEM

The power of CALLING IT or NAMING IT

“It seems to be...”

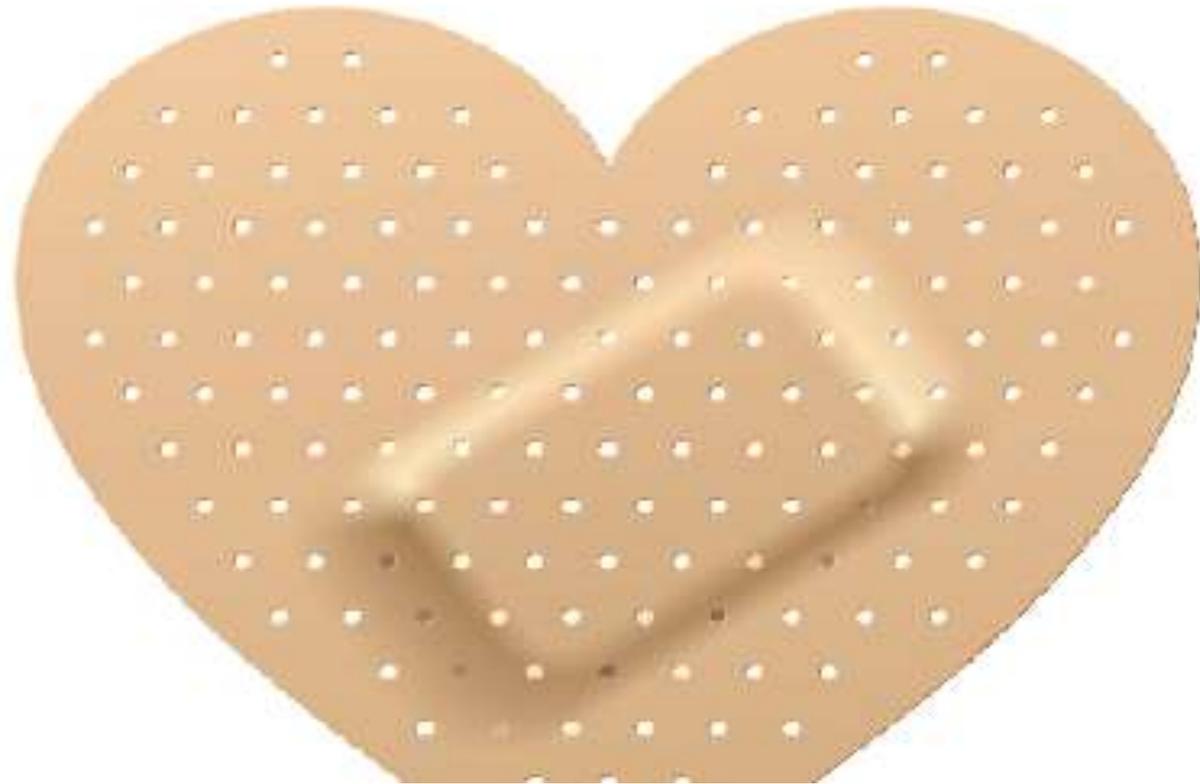
“There seems to be...”

“We seem to have ...”

“You seem to be ...(fact)..”

“What’s one thing we could do to help you do a better job?”

Remove My Pain



ACCOUNTABILITY, COACHING & COUNSELLING QUESTIONS

- *Is there anything I'm doing that is stopping you from being great?*
- *We seem to have a problem with X – What can we do about it?*
- *Could you TELL ME MORE about that?*
- *What's really stopping you from X ?? What else?*
- *Could I just ask - WHY you're doing that?*
- *How is that working for you??*

GIVING BETTER FEEDBACK



- Specific
- Truthful
- Original
- Recent
- Energetic



**BALLOON
EXERCISE**

**INFLATE
your team with
HOT AIR!**

***“What gets rewarded
gets repeated!”***

**“Tell people what you want.
Be simple polite and direct.”**

Set clear Outcomes

RITMO

Recruit, Induct, Train, Motivate, Objectives

In 1987 I Bought A Derelict Restaurant located in the Dandenong Ranges Melbourne



MY EARLY RECRUITING STRATEGY

FFF

Family, Fools & Friends

NEXT RECRUITING STRATEGY

WBR

Warm Body Recruitment



FOUND A BUSINESS MENTOR



Tony Eldred
Hospitality Management Consultant



BUILDING BETTER SYSTEMS
SOPPs – Standard Operating
Procedures & Policies

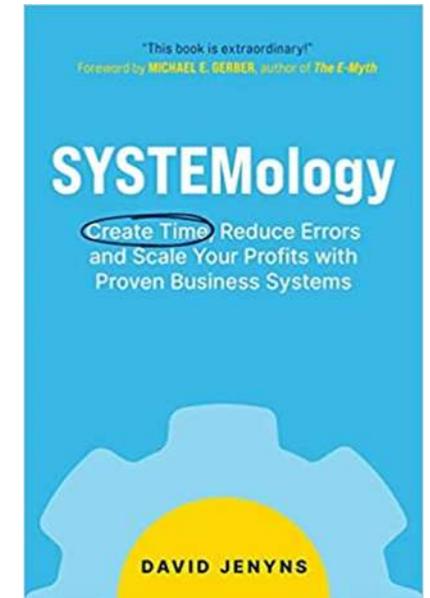
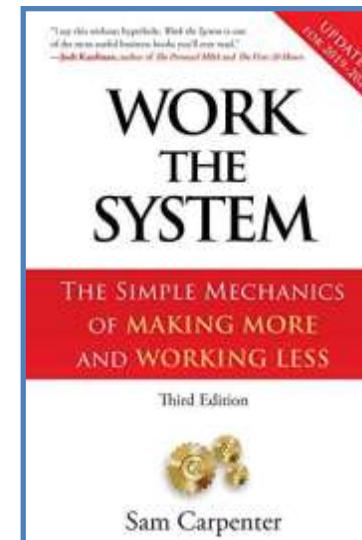
BUILD SYSTEMS to avoid the Guessing Game



Do you have a SYSTEMS problem?

Develop More SYSTEMS

- ✓ Policies
- ✓ Processes
- ✓ Checklists
- ✓ Standards
- ✓ Guides
- ✓ Rules
- ✓ SOPs



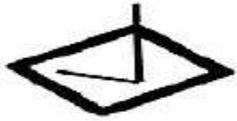
Are your **SYSTEMS** missing a few vital pieces?

AVOID SYSTEM FAILURES

- Wasted Time & Making Mistakes
- Wrong Hire (Recruitment System)
- High Staff Turnover / Low Morale
- Many Customer Complaints
- Unhappy Customer Reviews
- Cancellations & No Shows
- Wastage / Spoilage / Theft / Damage
- Inefficient use of Technology



CHECKLIST



Process Pays Off

**“Give me a checklist
& I can rule the world!”**

Heavenly Buffaloes NC USA



Heavenly
Buffaloes
The Wing Joint You've Been Looking For



<https://www.facebook.com/share/r/1GtC6Nx6D1/>

TYREPOWER SOPPs



https://docs.google.com/spreadsheets/d/1di4TfVsFVJgB3uy5RZxK_aZFnxtgN1RF46GuEKAoCQ0/edit?usp=sharing

IMPROVING CUSTOMER SERVICE

Customer service

Excellent



Poor



Be 100% CUSTOMER FOCUSSED

- Train your front line in best practice customer service
- Surveys & Feedback!



Customer Service Resources



- <https://davidstaughton.com.au/resources/customer-service/>
- <https://davidstaughton.com.au/blog/customer-complaints-about-tyre-mechanical-stores/>
- <https://davidstaughton.com.au/blog/improving-tyre-store-customer-experience/>

RECRUITING IDEAS

NEXT RECRUITING STRATEGY

MMM

Marriage / Mortgage / Midgets

“You don’t have to DIY.
Just get the right things
DONE WELL!”

ADMIN & MARKETING HELP!

www.upwork.com for
Tasks

FIND A YOUNGISH TECH SAVVY PERSON!

www.wrkpod.com for
a fulltime VA in Phillipines
- \$US10,000 p.a.

Download a list of 160 VA Tasks



USEFUL MANAGER MANTRAS

RECRUITING

- “Hire in haste, repent at leisure”
- “Just one hour of good recruiting effort is worth hundreds of hours of trouble and strife”
- “If in DOUBT, Chuck ‘em OUT” (the first 90 day trial)
- “Hire for Attitude, Train for Skills”

IMPLEMENTING

- “Do the most you can with what you already have”
- “PPPPPP- Prior preparation prevents a pretty poor performance”

GROWING YOUR REVENUE \$\$

PROFIT MODULES FOR A TYRE BUSINESS

Roadside Assist

Auto Parts Import/Wholesale/Distrib

Blue Slip Recond

Road Warranties

Vehicle OHS Services

Roadworthies

Loaner Cars

Fleet Maintenance/Serviceing

Fitting – Towbars/Barriers

Retail/Safety Store

Batteries

4WD Access

Log Book Servicing

Child Restraint Fitting

Wheels

Tyre Services – Align/Balance/Nitrogen

Mechanical Repairs– Brakes, Steering

Passenger Tyres

4WD Tyres

Commercial Tyres

Truck Tyres

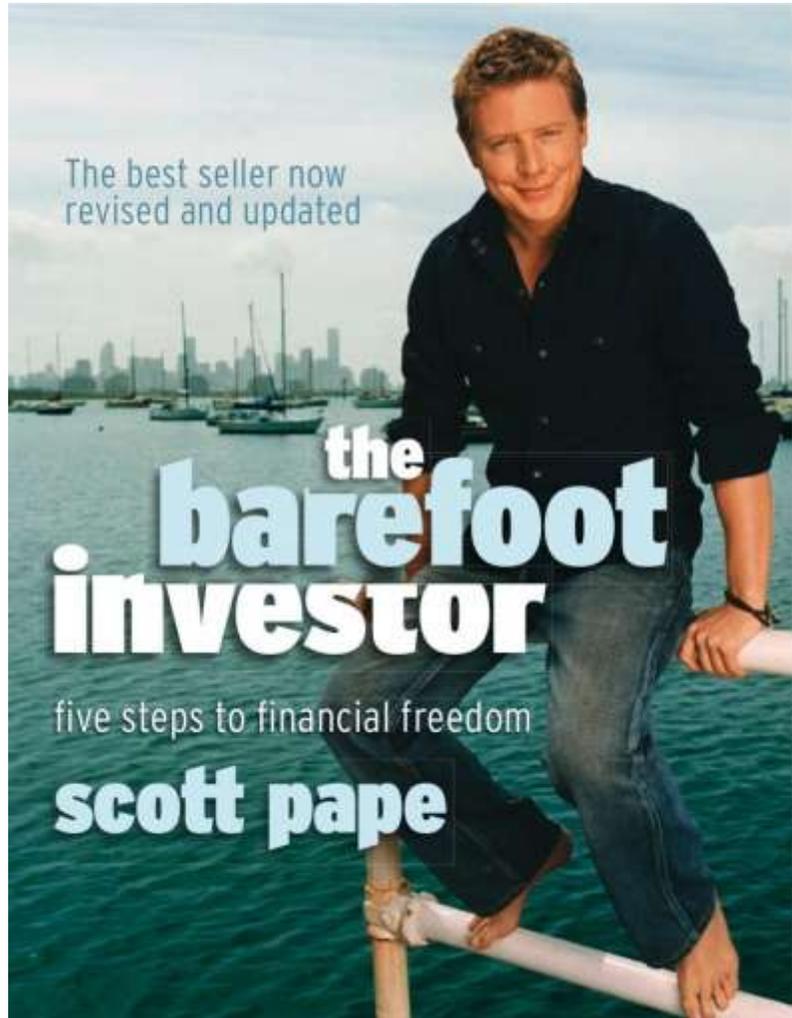
HPT

TEN BEST-EVER STORE TIPS

1. Focus on a Great **Customer Experience**
2. Improve Your **Phone Sales System**
3. **Pricing** Review & GP Margin Focus
4. Set Staff Targets and use **Incentives**
5. Owner Time & Effort on **High Value Jobs**
6. Focus on **Reports & Numbers** (Costar & MYOB/QB/Xero)
7. **Active Stock & Margin Managing** – Rebates!
8. Hire a **Great Salesperson** (Female)
9. Get a **Biz Coach, Mentor or HR Help**
10. Talk to your **Accountant** more often

FINANCIAL BENCHMARKING

<https://davidstaughton.com.au/blog/financial-benchmarks-for-tyre-mechanical-stores/>



Teach your
TEAM
**Financial
Literacy**

<https://davidstaughton.com.au/blog/barefoot-investor-by-scott-pape-book-summary/>

Focus on REPORTS & NUMBERS (Costar & MYOB/QB/Xero)

FOCUS ON COSTAR

- Get more Customer Data
- Manage Debtors
- Send SMS Reminders
- Training

RUN BEST REPORTS

- Sales Reports
- Price Setting (% or \$)
- Chargeable Labour
- Margins
- Stock Sold

IF YOU CAN'T MEASURE IT YOU CAN'T MANAGE IT

RETAIL MAGIC – Making more Retail Sales

- **STS** - Stuff That Sells
- **Price points GBBW** – Honey / Bunnings Hammers
- **SPI Stock Perf Indicator** - margin x stock turn
- **Unique Products** - exclusive
- **Costco Plan** – Membership model – Sales / sqm2 Space Yield
- **Stock Clearance plan** – its not a museum
- Open to Buy
- Retail displays and merchandising
- Partnerships & Brand Activations
- Product Sheets – What Who, Why, FAQs, Combos

GETTING YOUR TEAM TO SELL MORE!



STAFF TRAINING REALLY PAYS

“I Dunno”



- Call Recordings
- Phone Scripts
- Talk Tracks
- Reasons Why?
- Email Templates
- RED Flags list
- FAQs / FADQs
- Objection Busters
- Upsell Offers
- Addons & Extras
- Following Up Tips
- Automation / CRM
- Using AI Tools
- Practice to improve!

BUILD YOUR SALES SYSTEMS

*“By the way, have you considered (offer)
BECAUSE (reason)?”*

A Request with a REASON gets a result!

ASK MORE DIAGNOSTIC QUESTIONS

MILLION DOLLAR PRACTICE & TRAINING!

Train Your Team



“Drills make skills”

USE INCENTIVES to CHANGE



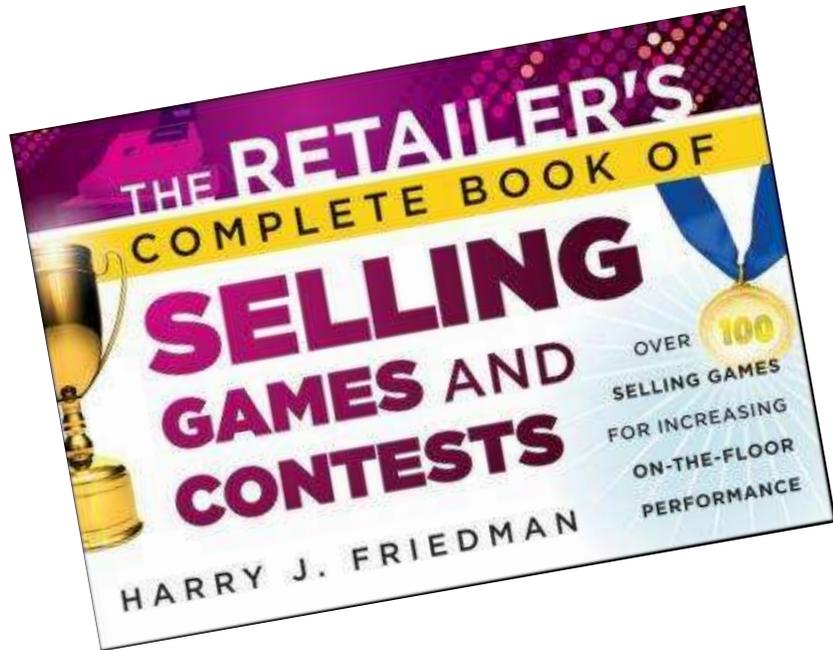
PRACTICE PRACTICE PRACTICE

**WE LOVE
DOTS & LINES!**

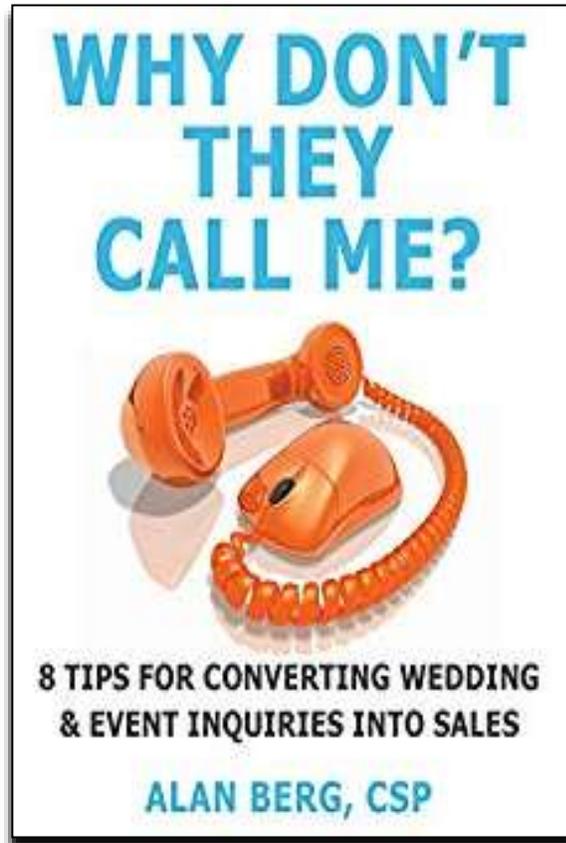
Train harder

**“The more you sweat in training,
the less you bleed in battle.”**

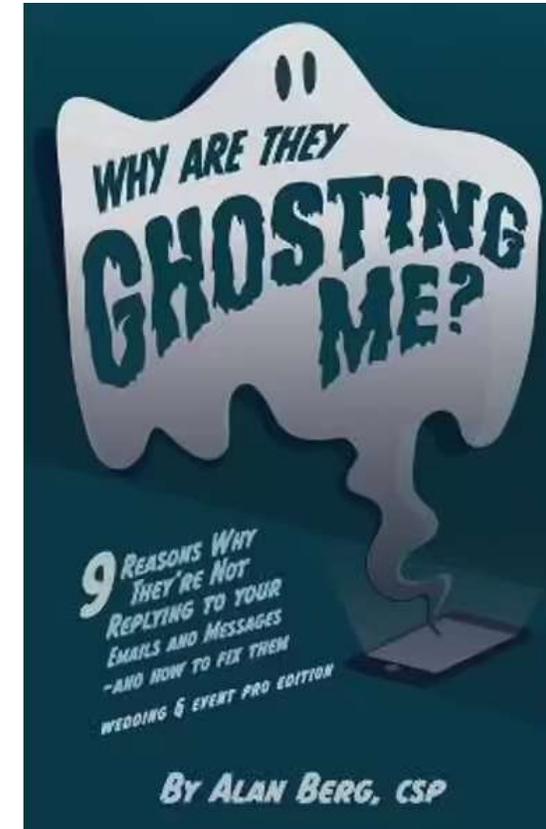
SALES INCENTIVES – Target & Bonus



CUSTOMER COMMUNICATION HAS EVOLVED



Phone
Face to Face - IRL
Fax
Email
SMS
WhatsApp
Facebook Messenger
Instagram DM
Snapchat
Voice & Video
Messages
Zoom/Teams/Meet
Threads
Omnichannel



CONVERTING MORE LEADS



Mindset	Cred
Skills	Pipeline

TURNING ONE INTO MANY

“80% of SALES can be REPEAT BUSINESS”

10 times easier to get a sale from an
existing customer than a new one

Testimonials & Referrals

Repeats and Recalls

HOW TO GET MORE REPEATS & REFERRALS

**Come Back Again and Bring Others
in the Quiet Times or Off-Season**

YOUR LOVE LIST – Who Loves you?

Turn One Customer Into Many More!

**GET A WRITTEN
TESTIMONIAL**

**ASK FOR A
REFERRAL**

**WHICH
WEBSITES?**

**GET A VIDEO
TESTIMONIAL**

**ASK FOR
CONNECTIONS**

**WHICH
GROUPS?**

**GET A LINKEDIN or FB
RECOMMENDATION**

**WHICH
MAGAZINES?**

**WHAT OTHER
PROBLEMS?**

IMPROVING EFFICIENCY

Tyre Change Video

https://www.youtube.com/watch?v=PvcVvwKtk5Q&list=PLgabrno3agrUzNUS2A1DzwzYNV_U91-OU&index=13

DO HIGH DOLLAR \$\$ TASKS

WORKSHOP

\$/hr

Doing the Work

Tyres
Wheels
Brakes
Suspension
Alignments
Wheel fitting
Cleaning up

SELLING & MARKETING

\$\$/hr

Getting the Work

Phone Sales
Counter Sales
Customer Service
Local Marketing
Relationships
Web Content
Webmarketing

MANAGING PEOPLE & BIZ

\$\$\$ /hr

**Helping others
to do the work**

Recruiting
Systemising
Coaching
Training
Buying
Dealmaking

TIME TIPS

THE DIRTY DOZEN

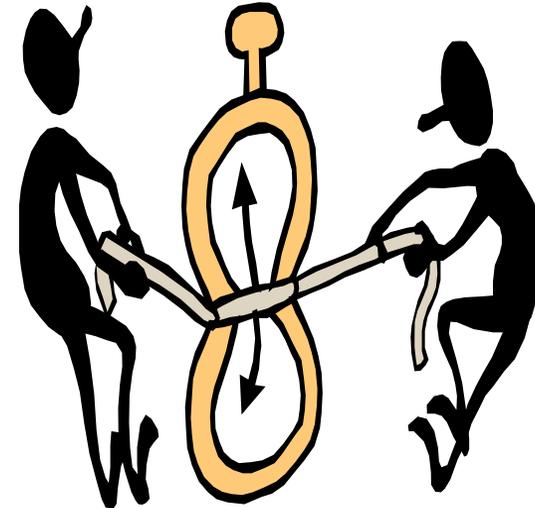
COMMON TIME ISSUES

1. Overwhelm
2. Procrastination
3. Lack of Planning
4. Ignoring Things
5. Deadline-itis
6. Can't say NO
7. Lack of Focus
8. Take on too much
9. Time Wasting
10. Lack of Discipline
11. Love being Busy
12. Laziness

Could it be your BELIEFS About TIME?

Origin of Your Time Beliefs

- Time is
- Being Busy is
- Deadlines are
- Hard work is ...
- Planning is
- When I have nothing to do I feel...
- I haven't got enough...



SO WHAT'S REALLY IMPORTANT?

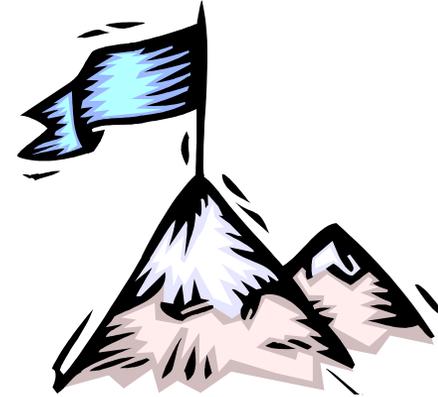
- Last Week
- Last Month
- Last Year
- 2020?
- Last Book you read
- Last Conference you attended

In your life? – Your Top 3 VALUES

KNOW WHAT YOU REALLY WANT & DON'T WANT

You Need to Know

- Where you are now
& Where you want to GO



Confucius says...





The 80/20 Principle

Find the Vital few

WORK TASKS
ACTIVITIES
STAFF
PRODUCTS
CUSTOMERS
SUPPLIERS
FRIENDS

Vilfredo Pareto

THE LIST OF USEFUL LISTS

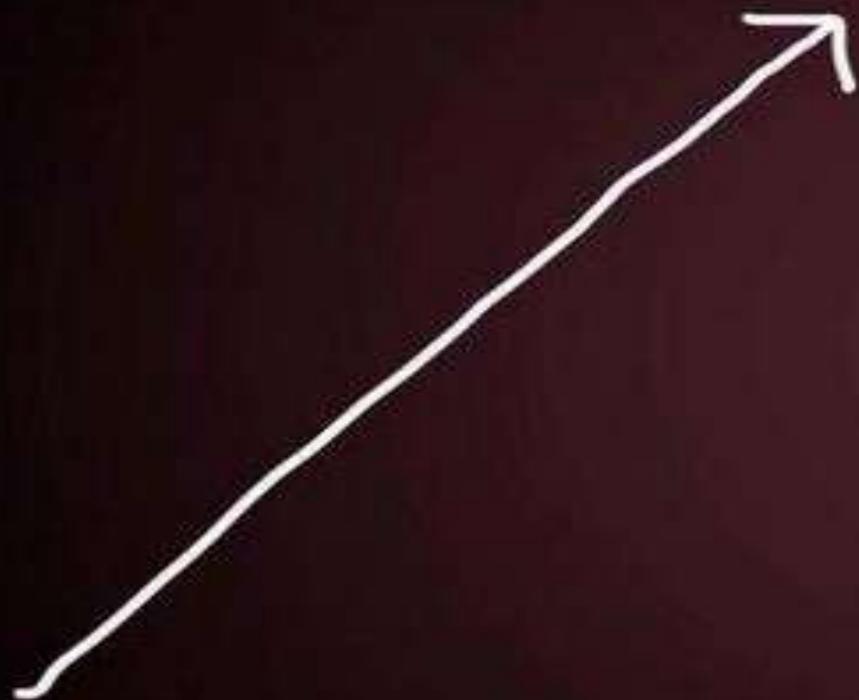
- TO DO LIST
- NOT TO DO LIST
- PROCRASTINATION LIST
- DELEGATION LIST

TEN TOP TIME TIPS

TOP TEN TIME TIPS

<p>PLAN YOUR OUTCOME</p> <ul style="list-style-type: none"> • Know your outcome for everything you do • Set your longer term goals • Write a daily 'To Do' list • Make sure your goals and values are aligned • Use visual plans to excite and motivate 	<p>PRIORITISE</p> <ul style="list-style-type: none"> • Prioritise tasks—ABCD and A1, A2 etc. • Choose 'non-urgent but important' tasks • Work the vital few tasks not the trivial many • Rate your activities out of 10 • Rate improvement suggestions by ease of implementation and impact on the problem. • Use your best time of day wisely 
<p>AVOID PROCRASTINATION</p> <ul style="list-style-type: none"> • Don't aim for perfection • Just start—Just Do It! • Break the task down • Schedule it in your day • Set earlier deadlines • Remember that FEAR = False Expectations Appearing Real 	<p>GET ORGANISED</p> <ul style="list-style-type: none"> • Keep a diary • Reduce clutter & paperwork • Sort out your mess • Decide what to keep • Get a tickler file system • Handle it just once • Presentation & neatness counts 
<p>SIMPLY SAY 'NO!'</p> <ul style="list-style-type: none"> • Believe you have the right to decline • Be honest and upfront early • Don't be vague or delay • Say 'Thank you' and smile • Offer an alternative • Practise saying 'No!' with feeling and compassion 	<p>MANAGE YOUR MEETINGS</p> <ul style="list-style-type: none"> • Eliminate, avoid or delegate your meetings • Always have an agenda and an outcome • Ask 'Does everybody need to hear this?' • Don't be late or allow lateness • Create an action plan • Follow up any action plan at the next meeting. 
<p>DELEGATING</p> <ul style="list-style-type: none"> • It's NOT about dumping unpleasant tasks • Don't allow reverse delegating (rescuing) • Learn what to delegate (and what not to) • Give a delegating outcome — what, when, why & how. • For more information read the book by Robert Burns 'Making Delegation Happen' 	<p>USE YOUR 'DOWN' TIME</p> <ul style="list-style-type: none"> • Find tasks you can do in 10 mins or less • Identify your 'non-productive' times • Keep a file of small work/reading • Use your spare time immediately • Use time-saving technology • Review your diary notes • Do two things at once 
<p>SUBDUCE YOUR PHONE</p> <ul style="list-style-type: none"> • Make & take calls at specific times • Create a phone log • Do call analysis • Practice not answering it —leave it to messagebank • Make notes of all calls • Return all calls promptly 	<p>AVOID OVERWHELM</p> <ul style="list-style-type: none"> • Take regular breaks • Take time off to relax • Learn speed reading • Learn to touch type • Learn meditation • Prioritize your tasks • Choose 3 things only to focus on. 

SUCCESS

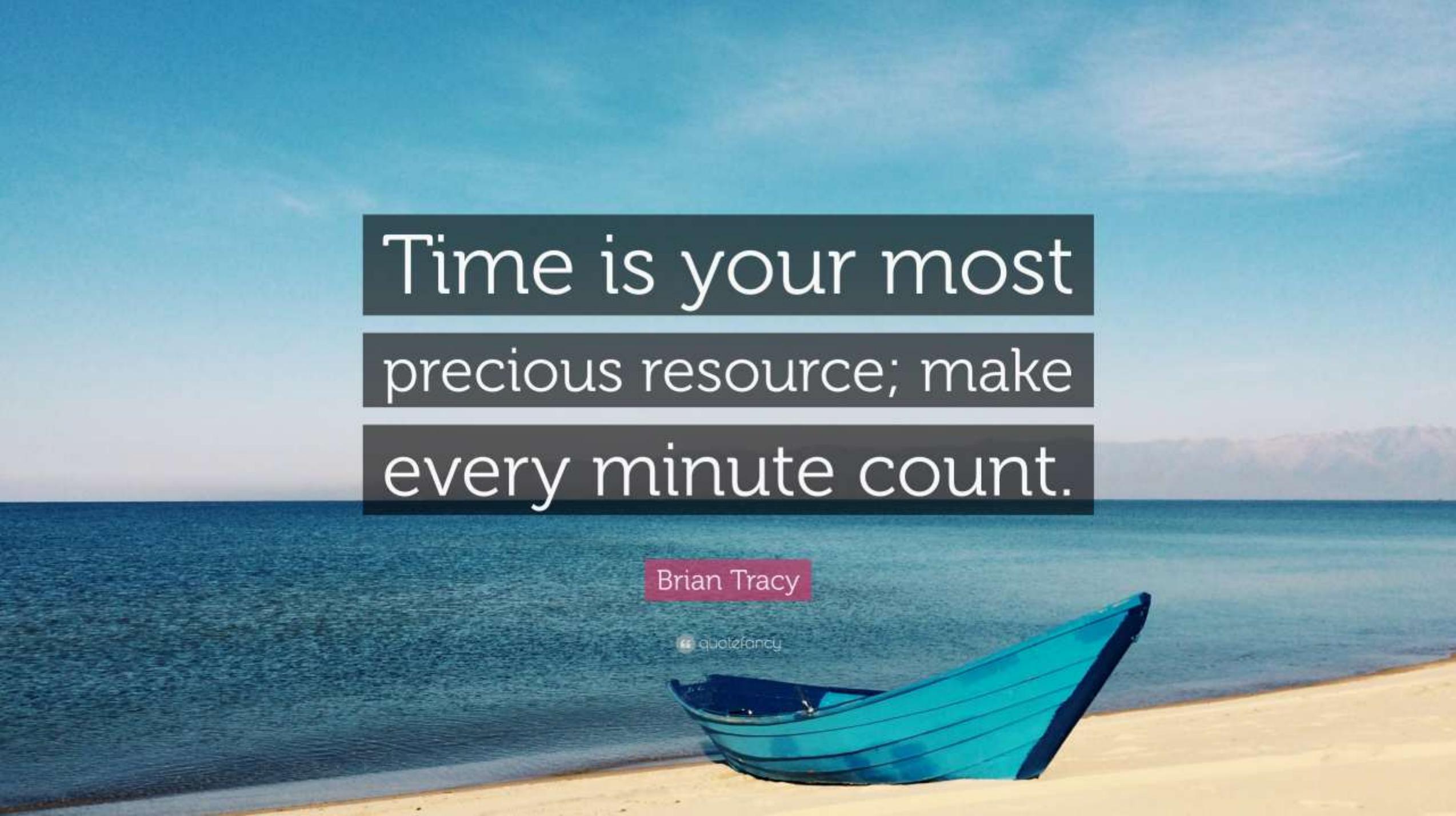


**WHAT PEOPLE THINK
IT LOOKS LIKE**

SUCCESS



**WHAT IT REALLY
LOOKS LIKE**

A blue boat is beached on a sandy shore. The background features a clear blue sky and a calm blue ocean. The quote is overlaid on three dark grey rectangular boxes.

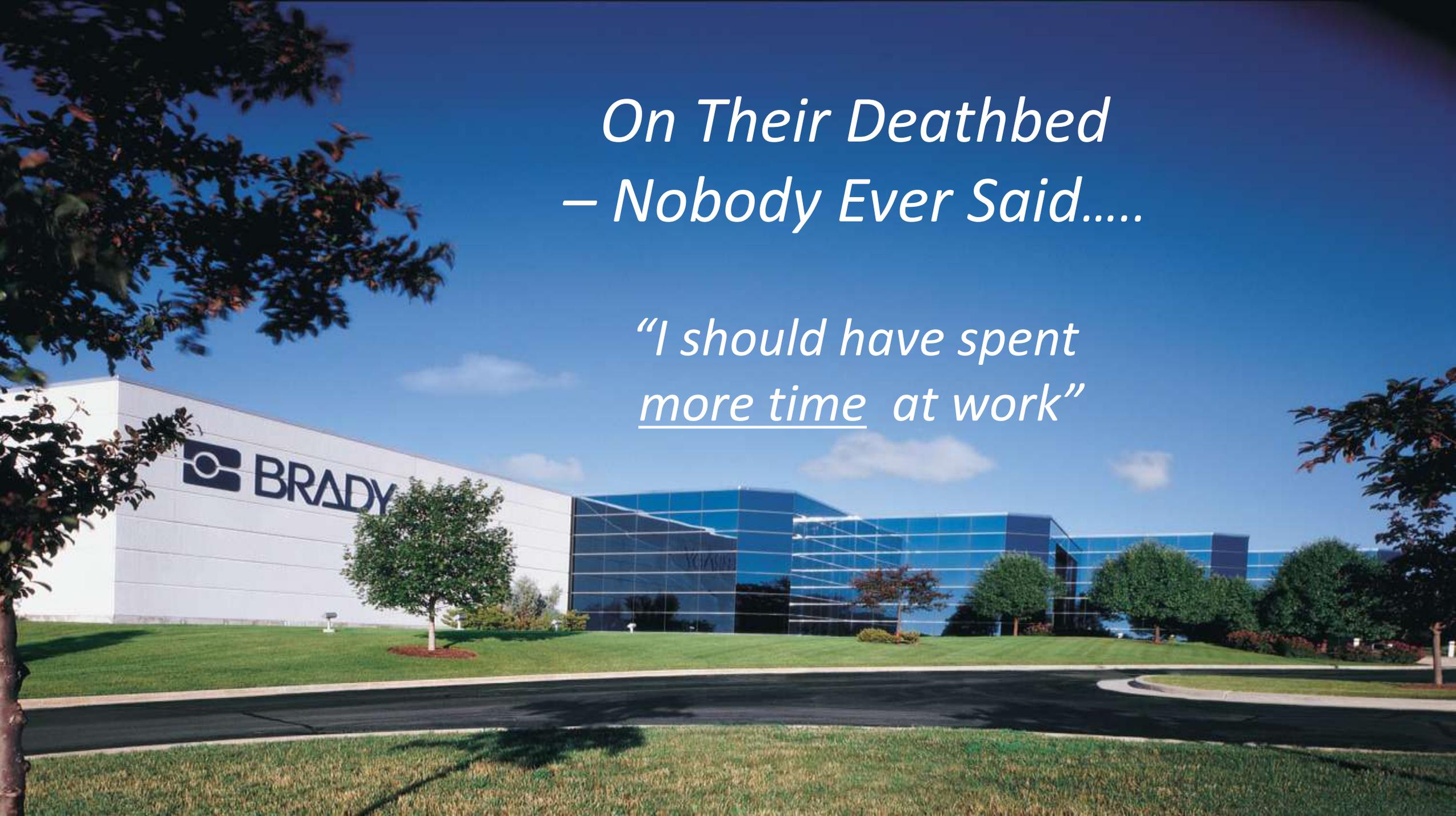
Time is your most
precious resource; make
every minute count.

Brian Tracy

quotez fancy

*On Their Deathbed
– Nobody Ever Said.....*

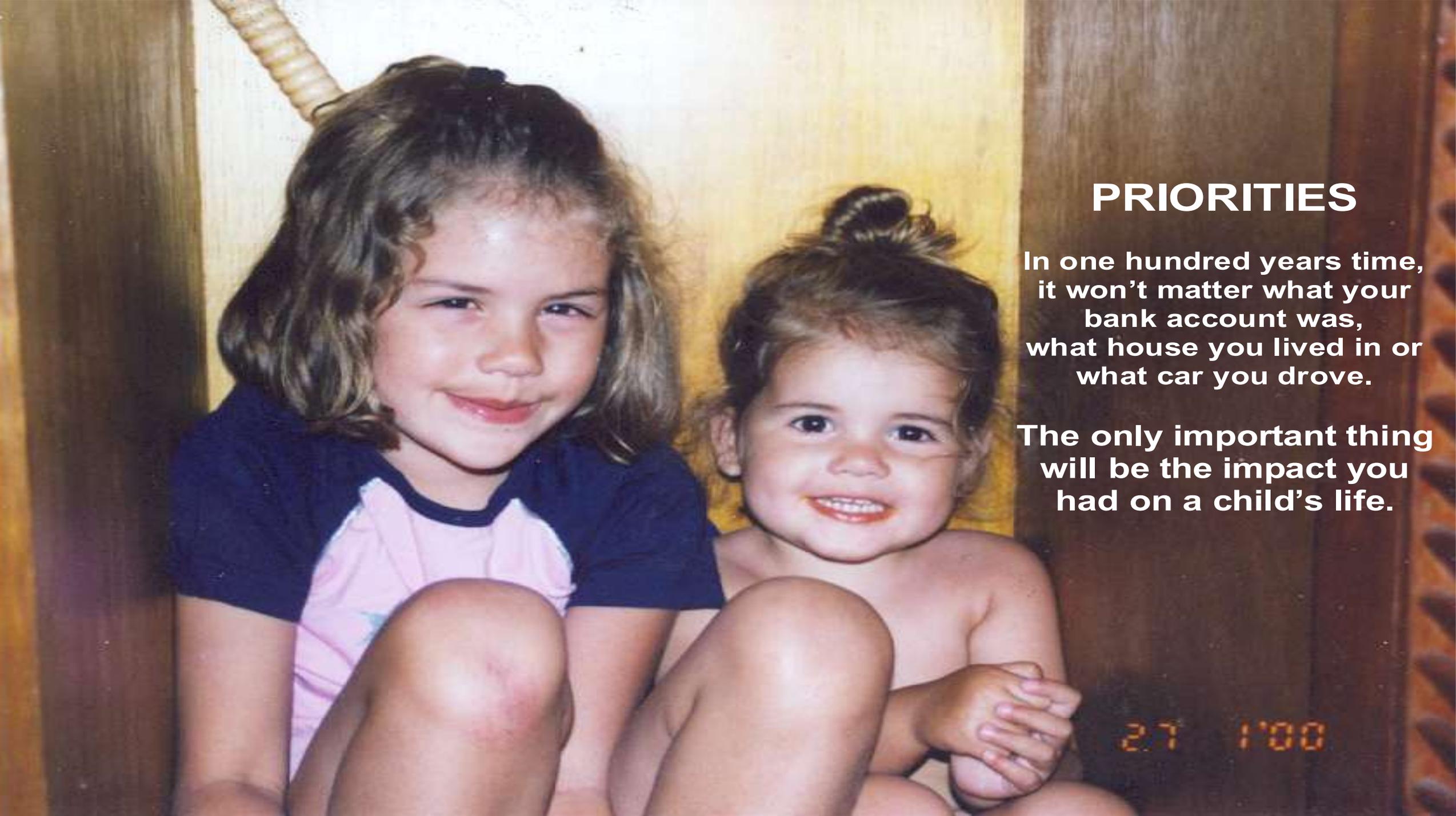
*“I should have spent
more time at work”*



Spend More Time With The Family & Travelling

“NZ - Best Holiday EVER!”



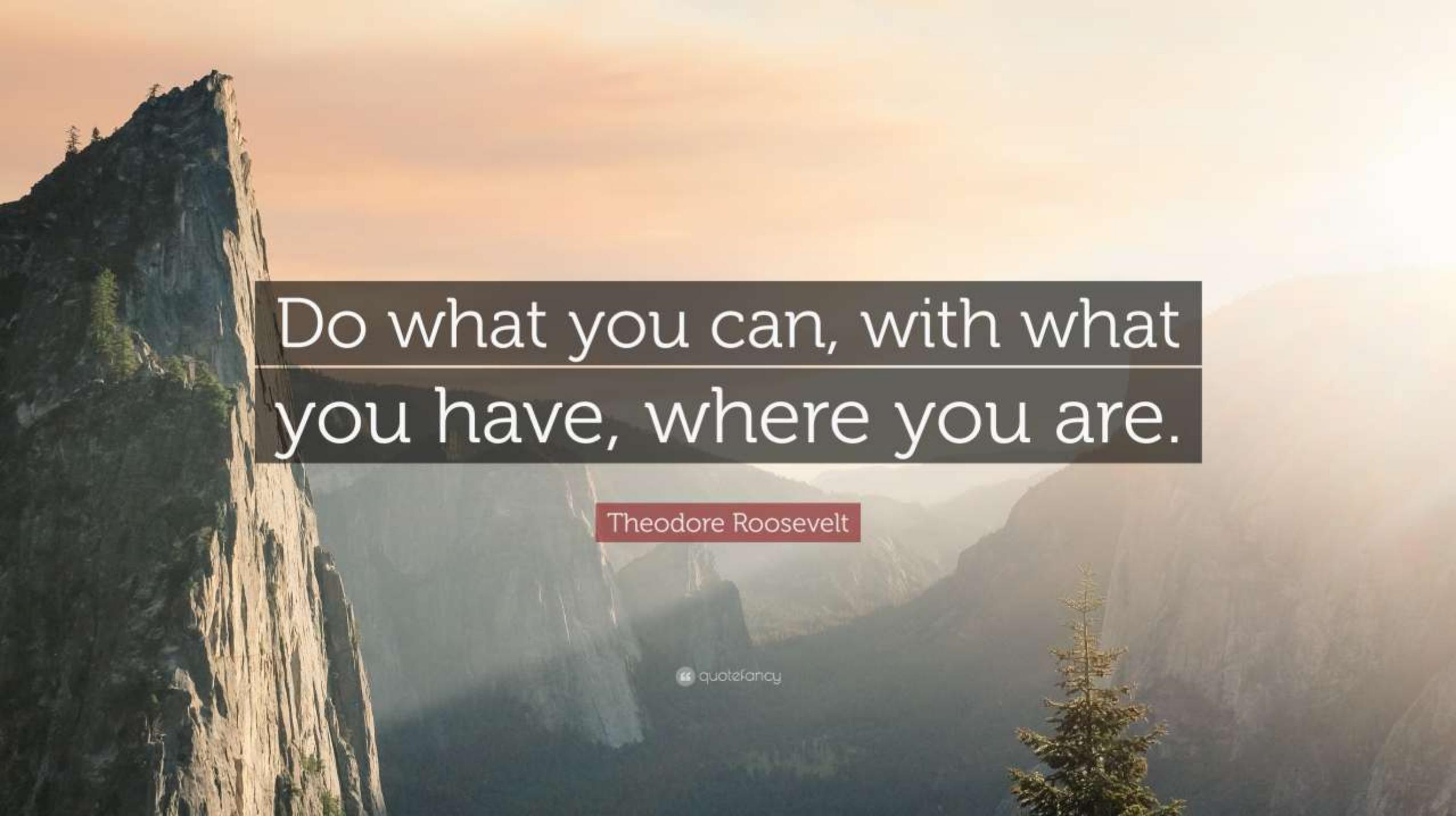


PRIORITIES

**In one hundred years time,
it won't matter what your
bank account was,
what house you lived in or
what car you drove.**

**The only important thing
will be the impact you
had on a child's life.**

27 1'00



Do what you can, with what
you have, where you are.

Theodore Roosevelt

WRAP UP & ACTIONS

REVIEW YOUR ACTION SHEET

- Prioritise
- Tell Your Buddy
- Think, Pair, Group Share!

CONNECTING WITH DAVE



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www.speakeradvisor.com.au

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WANT SOME HELP? – Call me on 0408 375100

GAME

LET's MAKE A DEAL – Buying & Selling

BILLIONAIRE GAME

Starting with 7 Cards – Collect the BEST Set of ONE Type of Card.
Billionaire is a WILDCARD – Can be Anything. Trade the Taxman!

Oil - \$100 Million
Gold - \$90 Million
Finance - \$80 Million
Movies - \$70 Million
Property - \$60 Million
Shipping - \$50 Million
Diamonds - \$40 Million
Sport - \$30 Million

WILDCARD – Billionaire

NO VALUE DUD – TaxMan

Highest Combined Score
after 3 rounds
WINS PRIZES



BREATHING EXERCISE

EXERCISE:

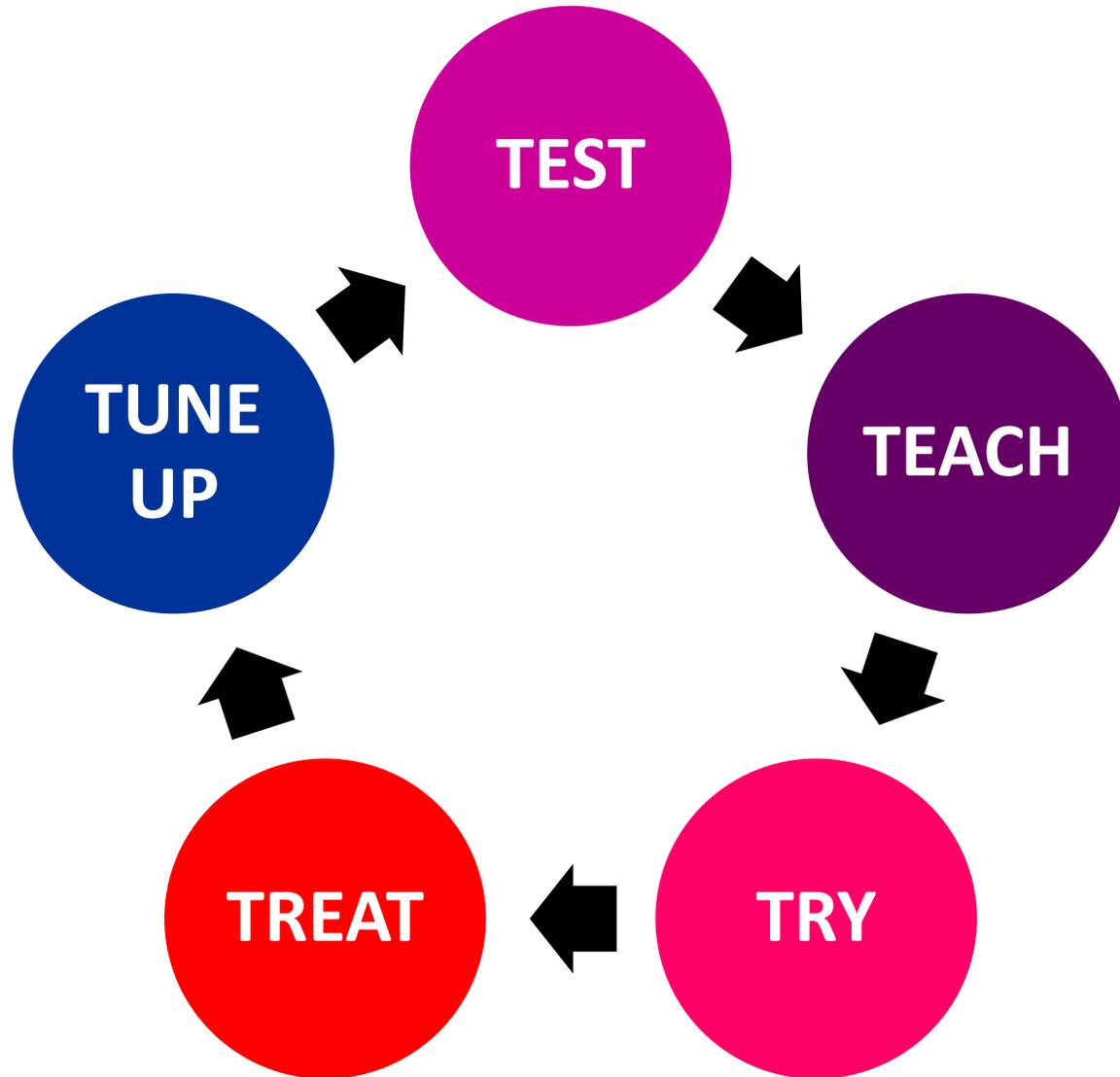
Hold Your Breath



COACHING for HIGH PERFORMANCE

- ✓ Set Agreed Targets
- ✓ Get 'Buy-In'
- ✓ Provide Training to develop Skills
- ✓ Give Continuous Feedback
- ✓ Be Positive & Supportive
- ✓ Respect & Trust
- ✓ Have Belief in them and expectations
- ✓ Celebrate Achievement

TEAM IMPROVEMENT CYCLE - CANI



Attitude
Skills
Knowledge
Experience
Relationships

8 A's to
Awesome!!