

GROW YOUR SALES DAY

How to Be a Tyrepower Superstar!



Brooke & Dave Staughton
with Kevin Kosky
Superstar Training

1



2

“How Are You?”

3

CHOOSE YOUR MOOD & ATTITUDE

BANNED WORDS

- GOOD
- OK
- Alright
- Not Bad
- Average
- Can't Complain
- Not dead yet!



- ✓ Great
- ✓ Awesome
- ✓ Fantastic
- ✓ Marvellous
- ✓ Terrific
- ✓ Pumped
- ✓ Amazing



4

**Take a quick look
at this Picture.....**

5



6

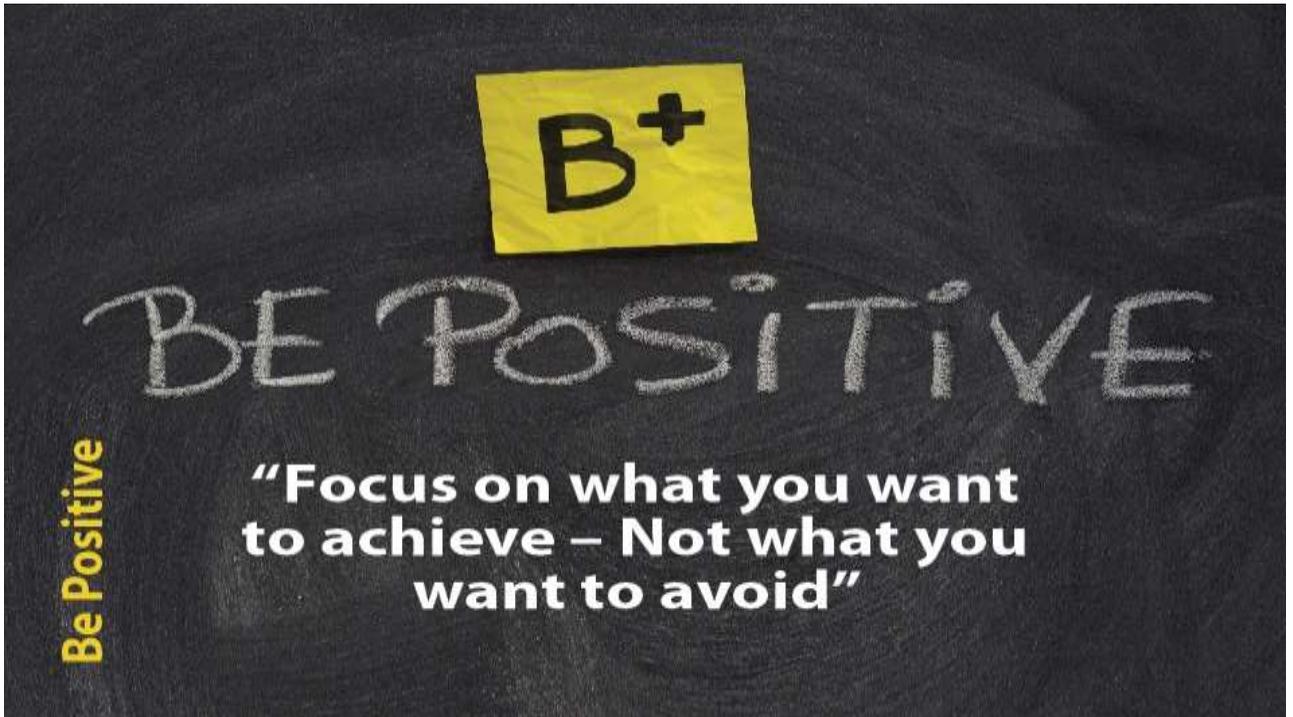
What did you See?

- Two Old People ?
- Two Mexicans relaxing ?
- A Golden Goblet ?
- A Young Lady in a doorway ?
- The bottle of Tequila?

7

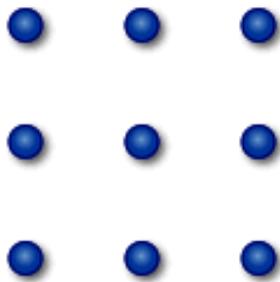


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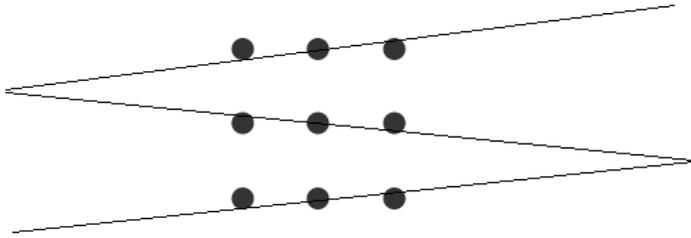
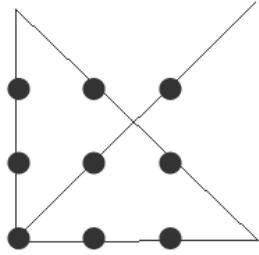


9

CONNECT THE NINE DOTS
Using just 4 Straight Lines
(lines are continuously drawn – so your pen tip does NOT leave the paper)



10



**Think OUTSIDE
the BOX**

11

**DEBRIEF -
Lessons from the Nine Dot game**



12

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	\$\$\$\$	Manage People / Growth / Numbers (Incentives)
2IC	\$\$\$	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

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SALES DAY AGENDA

- Sharing Your Input & Ideas
- Behaviour, Attitude, Change, Tech & AI
- Love Bucket / Love Languages / Love Goggles
- Energy / Wellness / Stress Management
- Competitors & Customer Service
- Improving Customer Experience & FLOW
- Getting Online Reviews & Responding
- Handing Complaints - DWDS and CSR
- Handling Enquiries
- Making More Sales and Offering Extras
- Phrases that Pay & Sales Ladder
- Using Connect Plus
- Sales Questions & Practice
- Extras and Addons
- Know Your Reasons Why
- Price confidence
- Changing Habits & Behaviours

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GOLDEN RULE # 1

ALWAYS KNOW YOUR OUTCOME

- ***WHAT DO YOU REALLY WANT from today?***

Write your Outcomes on the CARDS

15

**MY BUSINESS JOURNEY
& LESSONS IN REINVENTION**

"I made a LOT of Mistakes"



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BROCK'S HARDWARE Melbourne, Australia

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

17

WORKED AS A GEOLOGIST



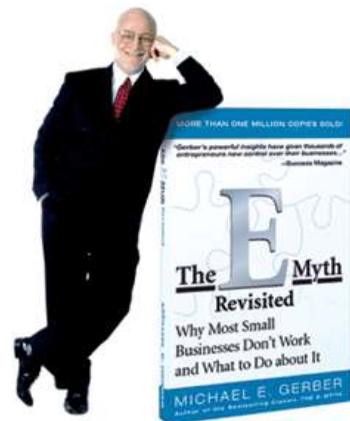
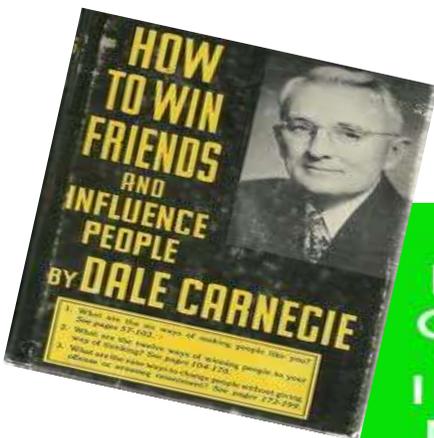
18

DAVE'S EARLY DAYS IN BUSINESS Bought a Derelict Restaurant In 1987



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READ 2 BOOKS that changed my life

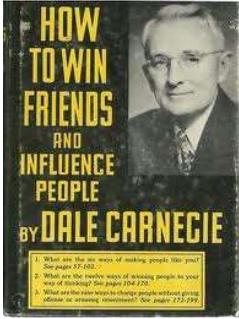


PEOPLE

SYSTEMS

20

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

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Lessons from DAVE's BIGGER CLIENTS



THE BEST FRESH CHICKEN



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HOW'S BUSINESS?

GROWING?

SLOWING?

GOING?

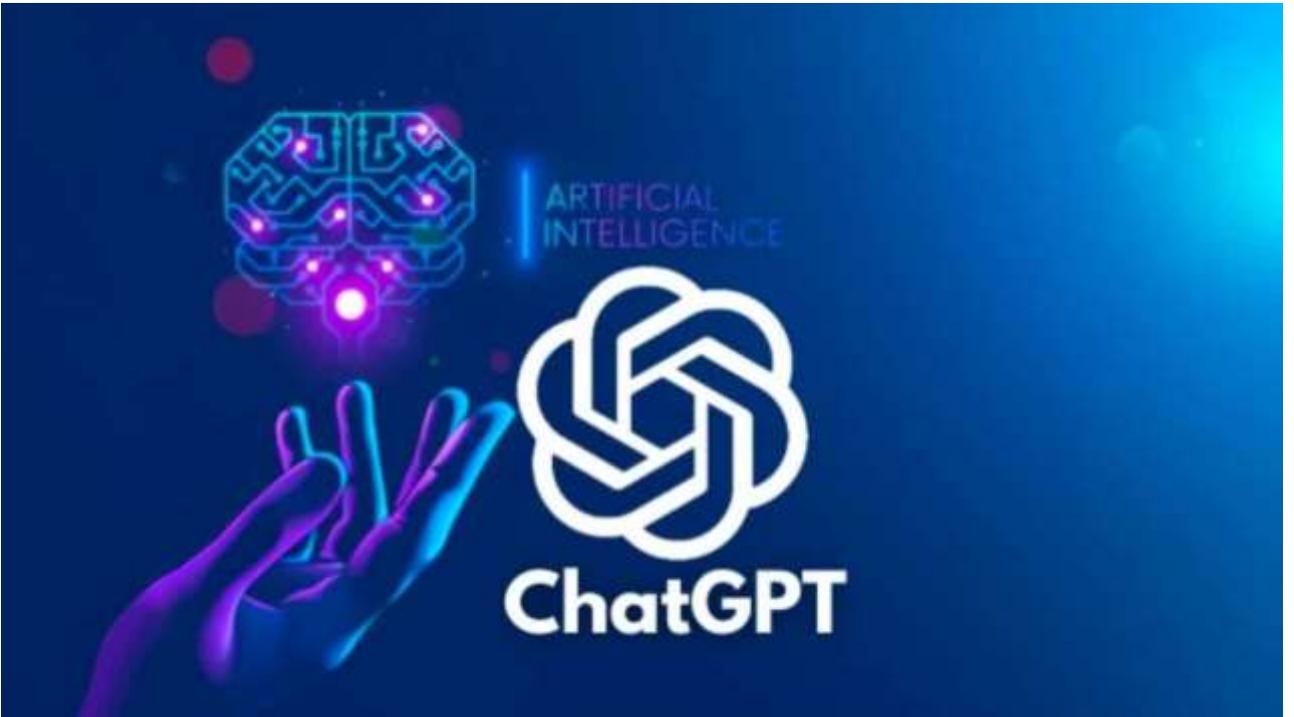


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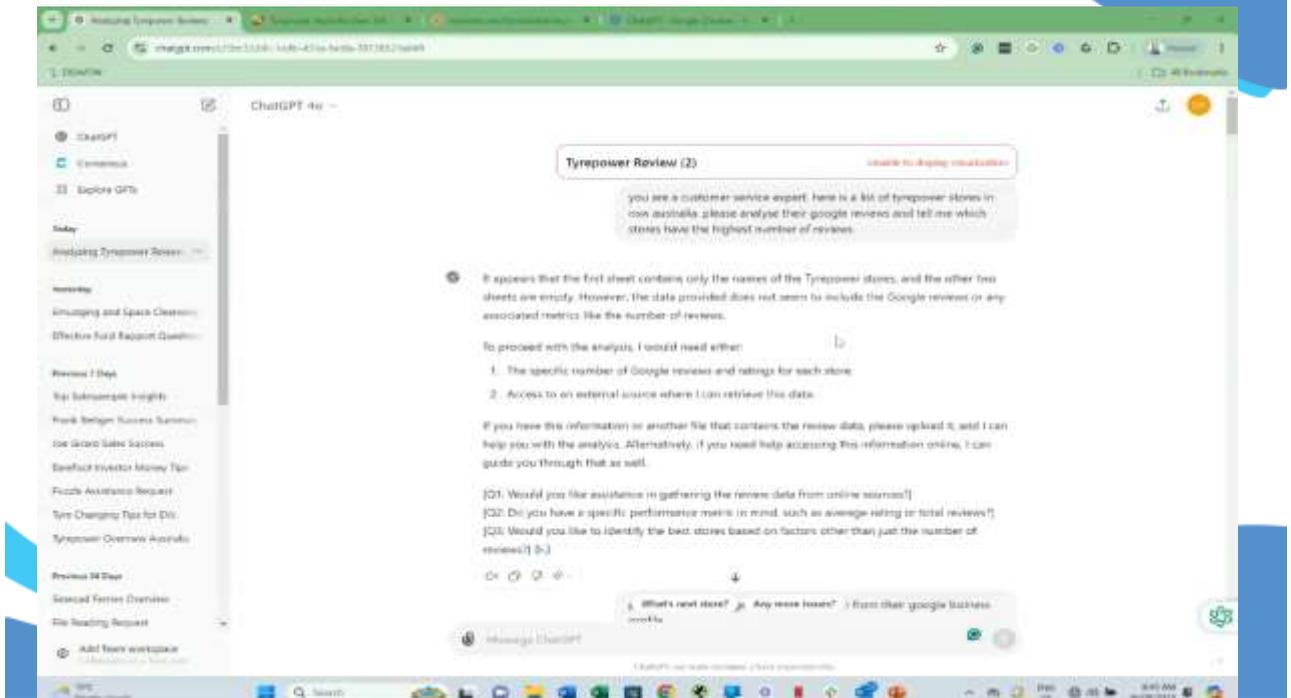
After Covid – This is the NEW NORMAL



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META GLASSES + AI = YOUR ASSISTANT



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IN TURBULENT TIMES, DO THE MOST YOU CAN WITH WHAT YOU HAVE

- ✓ Every Customer
- ✓ Every Enquiry
- ✓ Every Sale
- ✓ Every Local Alliance

THINK

- What Else?
- Who Else?
- Come Back & Tell Others!
- Get Reviews & Referrals!

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ATTITUDE REALLY COUNTS IN TIMES OF CHANGE

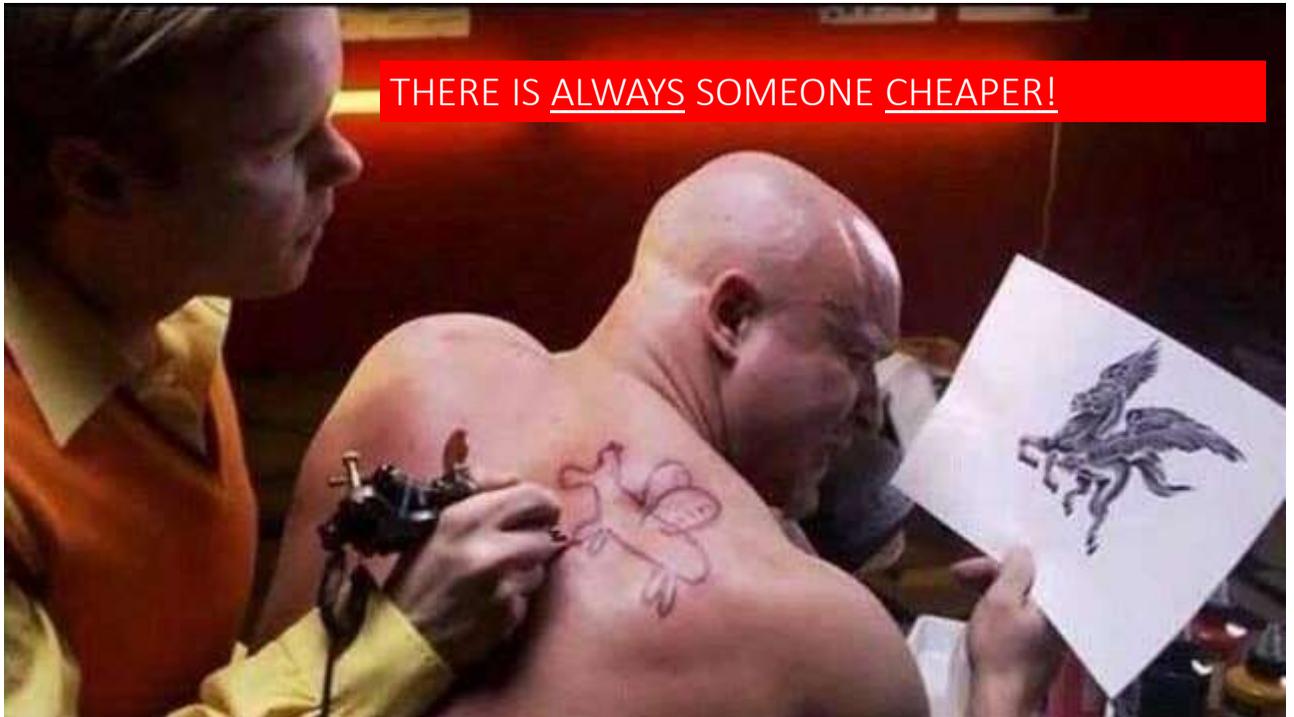


**Have a
nice day!**



Stressed out

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THERE IS ALWAYS SOMEONE CHEAPER!

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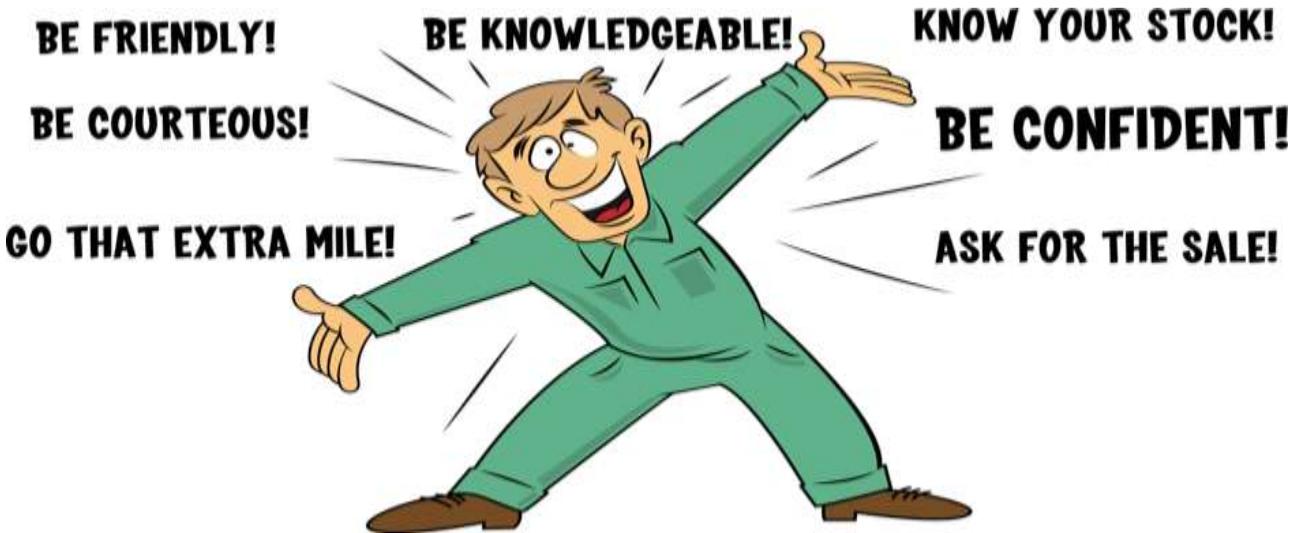
BE A BEACON!

**Positivity
Optimism
& Love**

Happiness & Joy

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BE MEMORABLE FOR THE RIGHT REASONS



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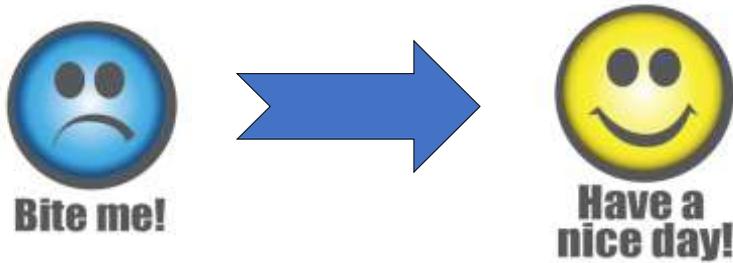
COMPLAINERS ARE CRAP MAGNETS



MISERY LIKES COMPANY!

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SHIFTING PEOPLE FROM GRUMPY TO GREAT



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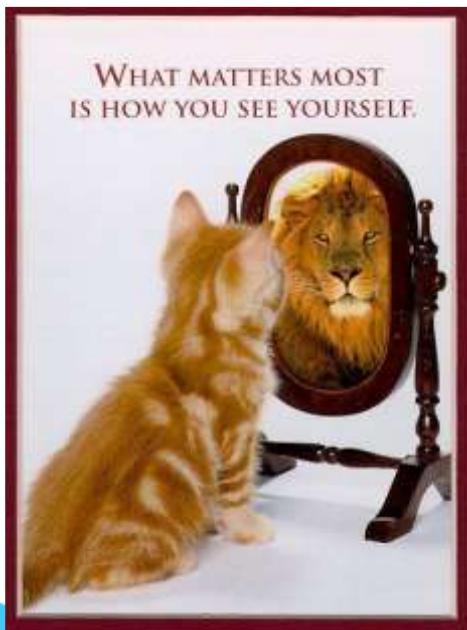
QUESTIONS FOR ATTITUDE SHIFTING

1. "What's **WORKING WELL?**" (Good Stuff)
2. "What are you **GRATEFUL** for?" (Positive Focus)
3. "What are you **LOOKING FORWARD TO?**" (Future)
4. "What's **REALLY IMPORTANT** to you?" (Values)
5. "What **CAN** we do? (Possibilities)
6. "What's the **NEXT STEP?**" (Movement makes motivation)



LISTENING – CHOICES – POSITIVITY – GROWTH - QUESTIONS - ACTIONS

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SELF TALK

Your Outer World is a
Reflection of Your **Inner Voice**

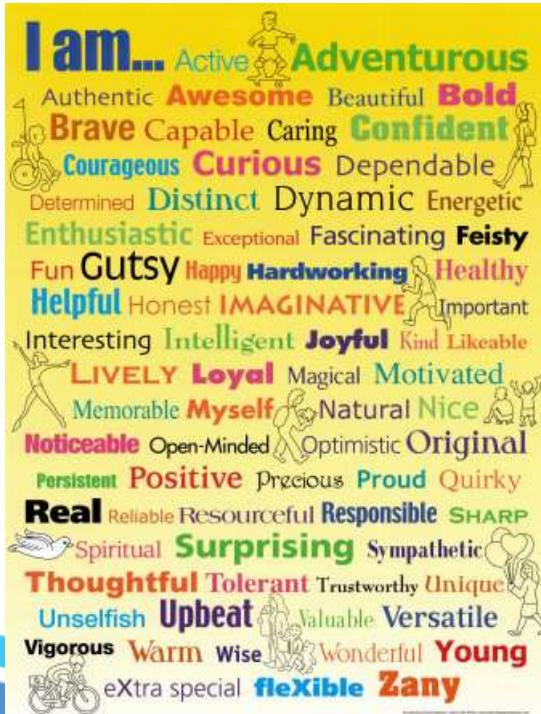
What you Say to yourself

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USE WINNING SELF-TALK



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POSITIVE SELF TALK

Your "Little Voice"

Listen to PMA content
LVMS – Little Voice
Management Systems by
Blair Singer

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SALES MAKER or ORDER TAKER?

Does the Customer NEED Tyres or WANT Tyres?

Selling Functional VS Aspirational Tyres

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SUCCESSFUL SALES PEOPLE – Group Share

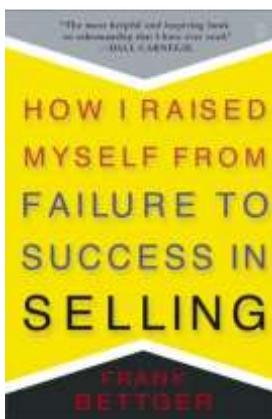
- **What are the HABITS of World's most Successful Salespeople?**

e.g. Frank Bettger, Og Mandino, Joe Girard
Zig Ziglar and Tom Hopkins



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FRANK BETTGER SALES BOOK



KEY POINTS FROM THE BOOK

- ✓ Enthusiasm
- ✓ Self-Confidence
- ✓ The Power of Active Listening
- ✓ The Importance of Planning Ahead
- ✓ Overcoming Rejection
- ✓ The Power of a Positive Mental Attitude
- ✓ Building Rapport
- ✓ Learning from Others
- ✓ Persistence and Follow Up
- ✓ Importance of Personal Integrity

<https://www.youtube.com/watch?v=qoV6fvJalwQ>

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JOE GIRARD – World's Greatest Salesman

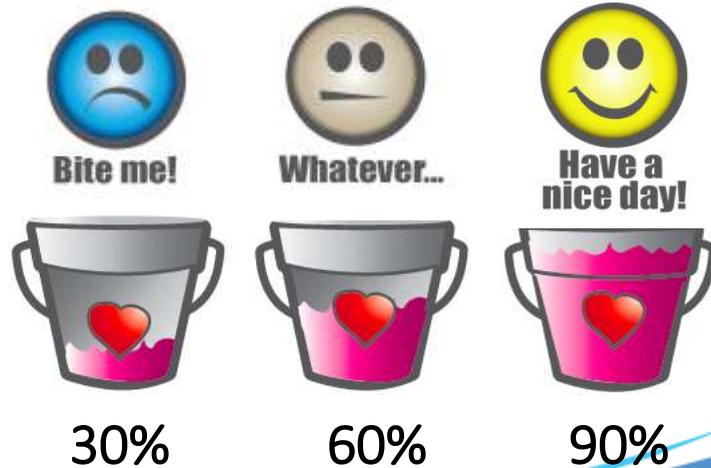
Awarded by the Guinness World Records due to his extraordinary ability to sell cars. Over his 15-year career Girard sold 13,001 cars, an average of about six per day. Here are some key factors that contributed to his success:

- **Personal Connection with Customers** - sent 13,000 cards per month to customers
- **Customer-Centric Approach**- Customers First = High Satisfaction
- **Referral Business** - Created Happy Customers referred to friends and family
- **Systematic Follow-Up** - Persistent Follow up to ensure that had all the info
- **Unique Marketing Tactics** - Sent cards for holidays and special occasions

Girard's success was a combination of his personal charisma, relentless drive, innovative strategies, and an unwavering commitment to his customers and building lasting relationships.

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LOVE BUCKETS & TEAM ENGAGEMENT



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Fill the Love Bucket using LOVE LANGUAGES



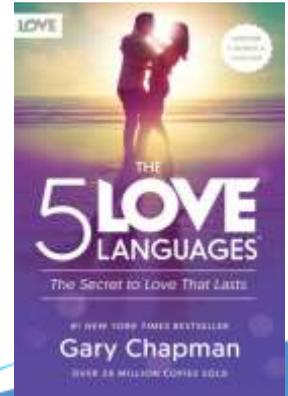
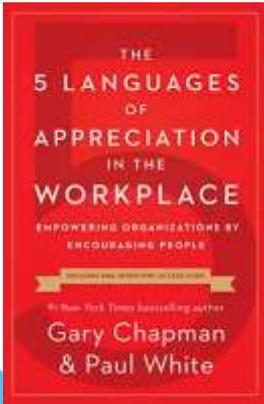
- **SAY NO TO Sarcasm**
- PRAISE for Effort – “You did....” (not “You Are”)
- APPRECIATION – “Thanks for”
- REWARDS - Recognition & Stuff
- TOUCH – Pats and Hugs!
- YOU! – Quality Time & Attention
- **Ease my PAIN – Remove an Ouch!**
- *If there was one thing we could do to help you do a better job what would it be?*

BOOK: The 5 love languages by Dr Gary Chapman

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LOVE LANGUAGES CULTURE

Praise, Appreciation, Recognition, Touch & You!

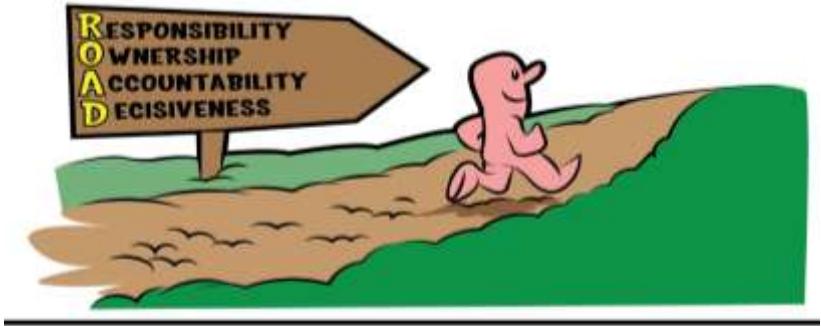


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The graphic has a tan background. A large, faint circular stamp is centered, containing the text 'ORIGINAL PRODUCT' at the top, '100% QUALITY' in the middle, and 'AUTHENTIC' and '100%' at the bottom. Overlaid on the stamp is the text '“Authentic not sarcastic”.' in bold black font. On the right side, the text 'Be a True Leader' is written vertically in white.

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**YOUR
BEHAVIOUR
IS A CHOICE**



**CHOOSE
ABOVE THE LINE
BEHAVIOUR**

**A GOLDFISH is
watched all the time**



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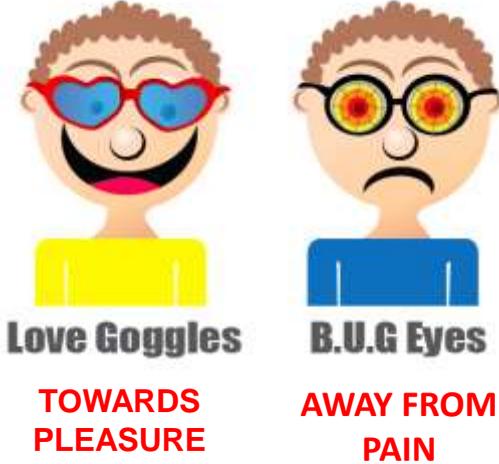
LITTLE KIDS LOOK FOR THE GOOD



Love Goggles!

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GET YOUR LOVE GOGGLES ON!

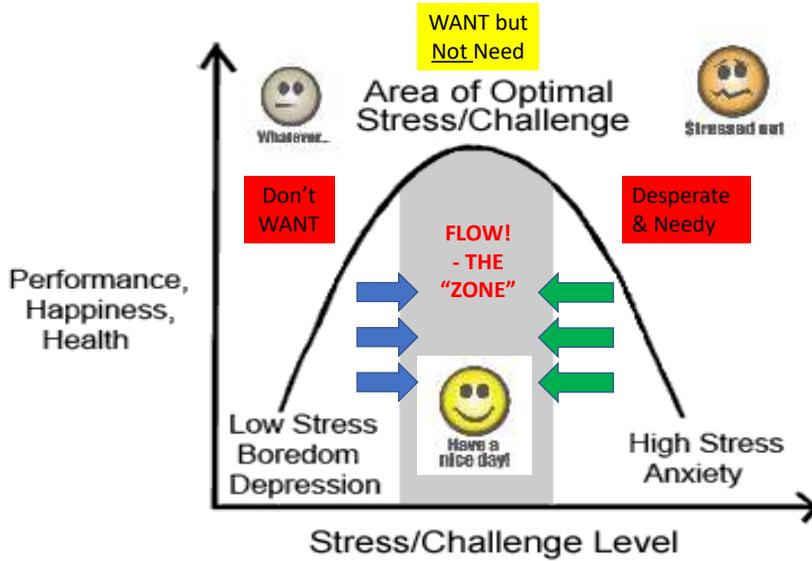


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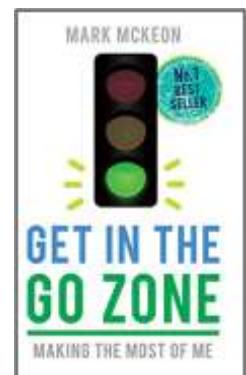
MANAGING YOUR STRESS LEVEL



David Staughton
The Peak and the Mountain

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MANAGING YOUR **STRESS** LEVEL



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DEALING WITH MONEY STRESS

Causes

Petrol Prices
Food Prices
Insurance Costs
Energy Costs
Interest Rates
Rent Increase
Income Drop

ATO Crackdown
Bank Tightening
New HR Laws



Barefoot Money Tips?

- Set up \$\$ Barefoot Buckets
- Barefoot Date Night / Plan
- Live Within Your Means
- Pay off your Debts
- Build Emergency Fund (3 mths)
- Buy Your Home / Don't Rent
- Invest in Low Cost Index Funds
- Super and Insurance

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BOOSTING YOUR ENERGY LEVEL (LLW)

- ✓Declutter
- ✓Healthy Diet
- ✓Herbal Teas
- ✓Sleep Better
- ✓Routines (AM/PM)
- ✓Walking / Exercise
- ✓Stretch/Massage
- ✓Hot Yoga / EMS 20V
- ✓Breathing (Wim Hof)
- ✓Singing



- ✓Gratitude
- ✓Goals Focus
- ✓Positive Friends
- ✓Family Time
- ✓Happy Music
- ✓Ocean Air
- ✓Learning / Hobbies
- ✓Time Alone - SSS
- ✓Rest / Relax
- ✓Holidays

AVOID Alcohol / Cigarettes / Junk Food / Sugar / Caffeine / Red Bull / Drugs

What boosts your Energy level?

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SUPERSTAR WELLNESS TIPS (MLW)

- Morning Sunlight
- Grounding in Nature
- Positive Attitude (PMA)
- Visualisation
- Affirmations
- Energising Questions
- Mindfulness
- Meditation
- Paths to Happiness
- LED Light Therapy



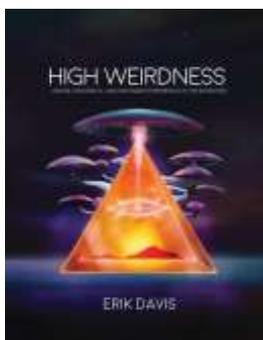
- Hyperbaric Chamber – O2
- Cold Plunge / Cool Shower
- Blue Zones techniques
- Tech Free Time
- Vitamins & Minerals
- Green Plant Drinks
- Anti Ageing Supplements
- Visit Psychologist
- Chiropractic / Osteo

What works for you?

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HIGHER LEVEL WEIRDNESS (HLW)

- Inner Voice Management
- NLP – Neuro Linguistics
- Trauma Hypnotherapy
- See a Psychiatrist
- Tapping - EFT
- Quantum Dynamics
- The Silva Method
- Sedona.com
- Smudging / Sound therapy



- Alpha / Theta Waves
- Ayahuasca / LSD
- Getting Clear (Thetans)
- Power vs Force (Book)
- Spiral Dynamics
- Astrology
- Study the Cosmos
- Channeling Aliens

You do You!

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STEVE LANGE'S 3 STEPS TO EASY GROWTH

1. PMA – Positive Mental Attitude – **Superstar Team**
2. Procedures that are Monitored – **Train & Test**
3. Performance Targets with Incentives – **Treat**

FIND THE BEST WAYS
TO ADD MORE VALUE or REMOVE PAIN

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Grow Your Market Share & Sales With GREAT CUSTOMER SERVICE

- ✓ More Smiles & Making their Day
- ✓ Do Customer Surveys by SMS / Email
- ✓ Consistent Service Standards
- ✓ Set Clear Expectations upfront
- ✓ Documented Systems & Processes
- ✓ Team Engagement & Morale Boosting
- ✓ More Training & Better Onboarding Staff
- ✓ More Online Reviews & Manage Reputation
- ✓ **Service Recovery Efforts (SUF)**



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TYREPOWER ONLINE REVIEWS

- **Google Your Business – What's Your Google Review SCORE?**
- What do your LOW SCORE Reviews say?
- A **Happy** Customer tells 2
- An **Unhappy** Customer tells 10
- An **Online Review** is seen by Thousands – **FOREVER!**
- **YOU CAN RESPOND / REMOVE / PREVENT POOR REVIEWS**

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GROUP SHARE **Who Offers World-Class Customer Service?**



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CUSTOMER EXPERIENCE TIPS

What could we do to deliver a better Customer Experience?

64



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GROUP ACTIVITY

- First Impressions
- Lasting Impressions
- Ouch Factors?
- Wow! Factors

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FIRST IMPRESSIONS COUNT!



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OUCH! FACTOR



UNHAPPY CUSTOMERS



**NO COFFEE OR MILK
(OR OUTDATED MILK, DIRTY STATION)**



**TOILET
(EWWW)**



NOT ON TIME



DIDN'T DELIVER



UNDER QUOTED/PRICING MISTAKES



**ONLINE REVIEWS
BY PAST CUSTOMERS**

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ELEMENTS OF GREAT CUSTOMER EXPERIENCE

- Wow – Wash Wheels & Windows
- Great Coffee /Voucher
- Run Events – Ladies/P Plater / 4WD
- Extended Trading – Sat Sun – Twilight/Early
- Promotional Products
- Handover System that shows VALUE
- VIP Loyalty Club

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THE “POST COVID” CONSUMER



**DWDS – Dealing with
Difficult Situations**

**CSR = Customer
Service Recovery**

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DWDS – Dealing with Difficult Situations

- LISTEN and Acknowledge their concern with empathy – ***“I’m Sorry”***
- Let them Vent – if possible avoid interrupting them
- Never in the history of the world has ‘calm down’ ever worked
- Set your Boundaries – ***“If you yell at me I cannot help you”***
- Use ***“I understand how you Feel,.... Felt the same,.....I Found...”***
- ***“If it was in my power, what would you have me do?”***
- Provide Feedback to your Manager – “thank you”
- Escalate the issue to your Manager?
- Use the SUF – Refund / Compensate?

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MAKING MORE SALES

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HANDLING ENQUIRIES & CONNECT PLUS

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Using **CONNECT PLUS** – Enquiry Management System



A simple enquiry
and sales
management tool
for the tyre and
auto industry

connect plus is a powerful messaging tool designed to help your business thrive.

Key features of **connect plus**

- SMS communication with customers, including payment options
- Quick quote functionality (<2 minutes)
- Send Google review requests
- Contains all relevant tyre and wheel catalogues
- License plate search included free

Key benefits of **connect plus**

- Improve cash flow with SMS payment options
- Proven time saver when quoting (<2 minutes)
- Track and close more leads
- Improved customer experience
- Effectively build Google reviews to increase your Google ranking

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Key features of **connect plus**



Collect leads

connect plus unifies all your messaging in one place. One screen, every channel.



Instantly identify vehicle type

Benchmark data from industry leaders, Vehicle Logic, fulfills every vehicle match.



Accurately match tyre size

One-of-a-kind access to Australia's leading wheel, and tyre data sets.

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All the features,
none of the fuss.

	 Single inbox for all enquiries	 Streamlined quoting process
 SMS customer conversations	 Website Integration	 Point of Sale integration
 Tyre & wheel info integrated	 Vehicle info integrated	 Search by license plate

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CONNECT PLUS – SHARE YOUR TOP TIPS

Connect Plus Overview Tyrepower: <https://youtu.be/K9fWzxr4yg>

Connect Plus: How to Quick Quote- <https://www.youtube.com/watch?v=NIJz3uji-WM>

Connect Plus: Google Reviews: <https://youtu.be/BH7TjBRGZoE>

Connect Plus: Toolbox- <https://youtu.be/vFBtWxRPOHk>

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TIPS FOR CONNECT PLUS

- Use CP to Quote EVERYTHING – Phone calls & Walk Ins
- Watch the Status of Quote – Sent, Viewed, Won
- SMS Follow Ups of the Quote
- Looking up Vehicle – Tyres, Wheels and Specs (Run Flats, Size request)
- Build Your Template Collection
- Request REVIEWS Post Sale – See Sam at Tubby's Tyrepower
- Add EXTRAS on the Quote – Disposal / Alignment
- Tell them REASONS WHY and What's included
- **Costar Integration Coming! – stock, pricing & booking availability**

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USE MORE TECHNOLOGY

- Send SMS – service reminders, pick ups, booking reminders
 - Request Reviews
 - Web Diary Appointments
 - Send Quotes
 - Follow Ups
 - Collect Deposits
-
- HAIR / DENTIST /

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Handling Enquiries in the Early Days

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USE A POSITIVE GREETING

*“Thanks for calling (Biz name)
This is DAVE!”*



81

COLLECT PROSPECT DATA WITH SUPERSTAR QUESTIONS



Use their Name
Collect their Email & Mobile!

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SUPERSTAR SALES QUESTIONS

*Responding to the high-ticket **PRICE** Enquiry*

*“Just before I answer that
do you mind if I ask
a few quick questions?”*

“How did you find out about us?”

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MILLION DOLLAR SHIFT- SELL QUESTION

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

A Request with a REASON gets a result!

THINK - Wednesday Night Weddings

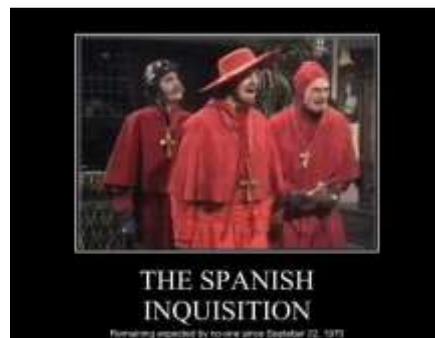
84

USING THE PHRASE THAT PAYS

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USE QUESTION SOFTENERS

- *“Do you mind if I ask...”*
- *“Could I just ask...”*
- *“Would it be OK if I ask”*
- *“Is it alright if I ask”*
- *“Can I just ask...”*



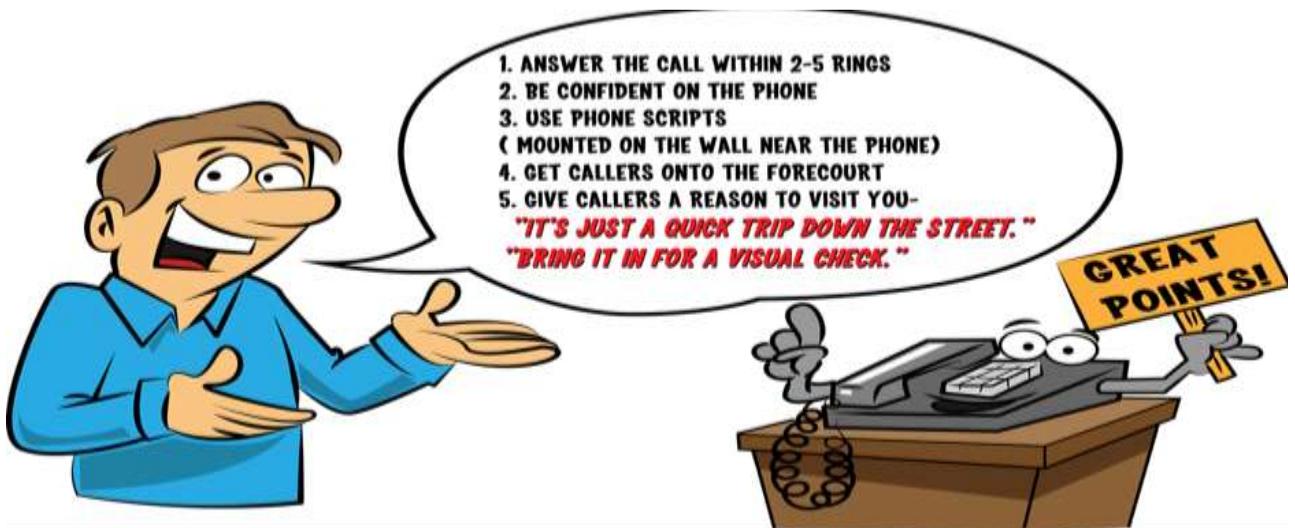
GET Permission to ASK a Question
Build Rapport while Asking Questions

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PHONE ENQUIRIES DESIGN YOUR PHONE SCRIPT

89

FRANK'S PHONE TIPS



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STEVE LANGE'S BEST PHONE TIPS & QUESTIONS

1. Give a Name, Get a Name & Phone Number
2. ASK *"Have you shopped with us before?"*
 - If Yes – great (then look them up) or No – *"Great, Welcome!"*
3. ASK *"Have you had any other quotes?"*

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TWELVE PHONE STEPS TO FOLLOW

Get & Use their NAME	BE FRIENDLY Build Rapport	BEEN HERE? Shopping around?	Get their MOBILE
Ask QUESTIONS Driving? Usage?	REPEAT BACK (Show Listen)	OFFER choice of Tyres	Pitch tyre VALUE (WHY)
RANGE of tyre prices	URGENCY How Soon?	INVITE them in to store – get appointment	Confirm their VISIT & THANK YOU

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AVOID THE 7 DEADLY PHONE SINS



1. THEY DIDN'T GET THE CUSTOMER INFORMATION



2. THEY HAVE POOR ATTITUDES/ETHICS



3. POOR PRODUCT KNOWLEDGE



4. NOT PAYING ENOUGH ATTENTION TO THE CALLER



5. NOT BEING FRIENDLY AND POSITIVE



6. THEY NEVER CLOSE OR MAKE AN OFFER



7. NO EFFORT!

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Group Exercise

Practice Your Questions & Phrases with
Dots and Lines

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KNOW YOUR REASONS WHY?

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VALUE OF TYRES=SPACED

- S**AFETY
- P**ERFORMANCE
- A**PPEARANCE
- C**OMFORT
- E**CONOMY
- D**URABILITY



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WHY? - SELLING THE VALUE BEFORE PRICE

Why Tyrepower? Why Choose Us Vs Competitors?

Know Your Reasons WHY? – Features, Advantages & Benefits

Use ChatGPT – Pros and Cons & Reasons Why?

- Tyrepower
- Different Tyres and Brands
- Batteries
- 4WD Tyres

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EXTRAS & COMBOS

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Sell more Add-ons



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THE SALES ASSERTIVENESS LADDER

- 9 – Tell a Sales Success Story – We had a customer who...
- 8 - *What you need to do now is....*
- 7- *I strongly recommend that you...*
- 6 – *What I recommend is*
- 5 - *The next step is....*
- 4 - *Do you want to buy it?*
- 3 – *Would you like to buy....*
- 2 – *Call me if you're interested*
- 1 - *You don't want to buy that , do you*
- 0 – You Didn't Ask or Close at all



1 extra with the MAGIC NOD or ASSUMING the Sale

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SUPERSTAR EXTRAS QUESTIONS

- ✓ *“Have you considered”*
- ✓ *“May I ask you about ...(add on offer).?”*
- ✓ *“Can I talk to you about (add on offer)....?”*
- ✓ *“What else can we help with?”*

- ✓ ***“Would you like a (EXTRA)?”***
- ✓ *Use COMBO PACKAGES & REMINDER LISTS*

101

SELL COMBOS / PACKAGES

- **TYRES** + Wheel Balance + Wheel Alignment + Nitrogen
- **BATTERY** + Plugs + Tools
- **HEADLIGHT LAMPS**
- **SEASONAL** – Winter Brakers / Summer Aircond
- **SAFETY CHECK + Seasonal Products**
- **OIL** + Filter + Remover + “O” Ring + plugs and Gaskets (rags)
- **BEARINGS** + Oil seals + Gaskets + Oil + Grease +Tools + Oil tray + Funnel
- **BRAKE PAD** - Brake fluid + Tools + Brakeline gasket + Belt tension tester
- **AIR FILTER** – suggest Hiflow
- **LIGHT BULB** + Spare bulb + fuses - suggest an Upgrade to LED
- **ENGINE WASH** - Performance spark plugs + Wheel Brush
- **AUXILIARY LIGHTING** - Extra fog lamps – Classic Chrome

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SALES TIPS

WAYS TO GROW YOUR STORE SALES



103



TYREPOWER SMS MARKETING

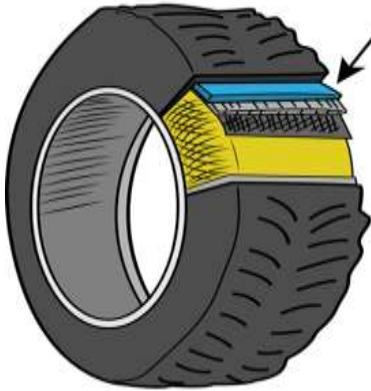
REMINDERS

- Reminder - Service Due
 - Reminder - Rotation Due
 - Reminder – Wheel Alignment Due
 - Reminder – Nitrogen Fill
 - Reminder – Battery Check (Cold weather)
 - Reminder – New Tyre Check
 - Reminder – Suspension Check
 - Reminder - WOF/Rego/Pink Slip check
 - Reminder – Pre-Holiday Check
 - Reminder - Winter Check – battery, wiper, Windscreen
 - Reminder – Summer Check – aircond, coolants, radiator
- 

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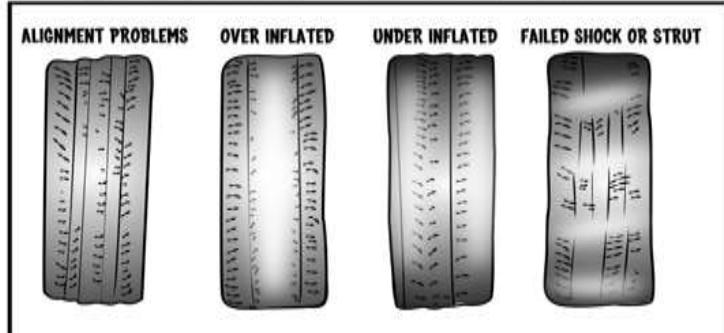
USE SALES AIDS!

USE CUT TYRES ON DISPLAY



TOY CAR TO DEMONSTRATE ALIGNMENT PROBLEMS

USE INFORMATIONAL POSTERS



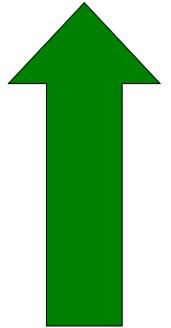
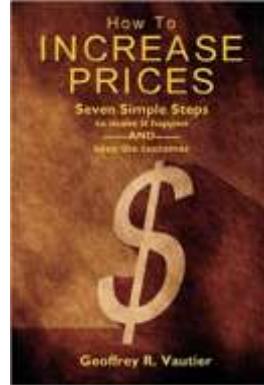
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PSYCHOLOGY OF PRICING & VALUE

106

Could you INCREASE your price?

*WHO Sets the Price
In your business?*



When did you last put up your prices?

107

DEVELOPING MORE PRICE CONFIDENCE

Strategies to avoid discounting
or giving it away too cheap



108

The FIRST SALE is to YOURSELF & YOUR TEAM

NEVER LET THE SALESPERSON
SET THE PRICE!



109

Let's Talk About MONEY!

What is MONEY?

"MONEY is the Stored Energy of WORK" – Tad James



110

Do you Have a Poverty Mindset ?

- Have **Difficulty Talking about Money?**
- Offering **Discounts** when NOT Asked?
- Not **Wanting to charge** for extra things ?
- **Fear of new Competitors** in marketplace
- Real **resistance to increasing Prices**
- **Unnatural Fear of Losing Customers** if prices rise
- A Belief that the Customer **can't afford it or won't pay**



111

Confidence is a **BELIEF** –
an emotional feeling based mostly
on past experiences.

**LOW CONFIDENCE MEANS
LOW PRICE**



Your LITTLE VOICE

112

Check Your **Current Beliefs** about **money & pricing**

“Money is _____”
 “Rich people are _____”
 “Wealthy people are _____”
 “People who ask for a cheaper price are _____”
 “Our Prices are _____”
 “Cheap and _____”

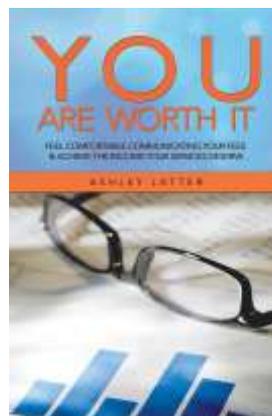
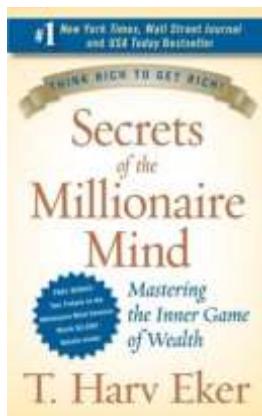
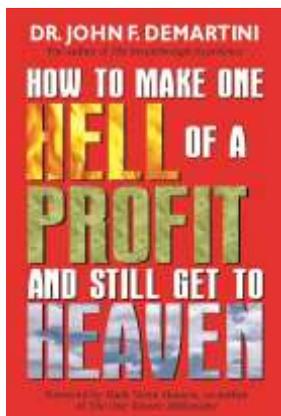
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Avoid Limiting Beliefs

“Our prices are TOO HIGH – others are cheaper”
“If we increase prices – We’ll lose customers”
“Nearly all of my customers buy on PRICE”
“I don’t like to ASK or ANNOY THEM”
“I don’t like SELLING”
“I don’t like PEOPLE”

114

Improve Your BELIEFS around MONEY



Imposter Syndrome?

115

MIRROR WORK

- "I like myself" x 50
- "Our price is..."
- "The investment is..."
- "That's \$X"



Brian Tracy

BOOST **SELF BELIEF** & **SELF ESTEEM**

Look Good, Feel Good, Sound Good

116

BEST STRATEGY FOR PRICING

- If Customer numbers are UP & you are *BUSY* –
Increase Your Prices & Focus on your NICHES

If Customer numbers are DOWN & you are *QUIETER* –
Work on your Service, Conversion & Marketing!

117

SETTING YOUR PRICE



118

How much for a Small Bottle of Water?



Spring Water
600mL

AQUA – Bali

Mt Franklin

Evian
Fiji Water
Perrier
San Pelligrino

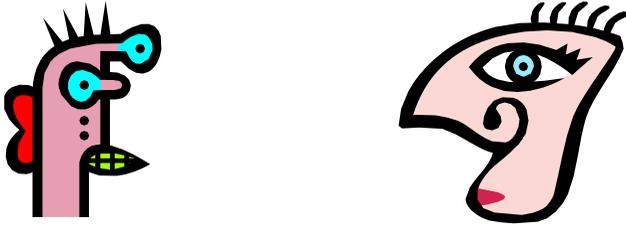
Commodity or Branded Water?

Supply & Demand – Where and When?

How much for a Waste Removal TRUCK?



“Did you want the cheap plastic surgery or the good plastic surgery?”



121

TOP TIPS FOR SETTING PRICES



Review Your Prices 6 monthly

Timeframe on ALL Quotes (come back 3+ years later)

– Increase prices 3 months before busy season

- Supply & Demand Pricing – quiet times

122



“If 20% of your customers are not saying you are Too Expensive then you are Too CHEAP”

123



“The Bitterness of Poor Quality Remains Long After the Sweetness of Low Price is Forgotten”

Benjamin Franklin

124

PREMIUM PRICING & SERVICE DELIVERY



Credentialing & Reputation
 Provide More PROOF – Why You?

Premium Experience
 Based on Great Systems & Staff

Build Your Reputation and Brand

\$99 ONLINE WORKSHOP

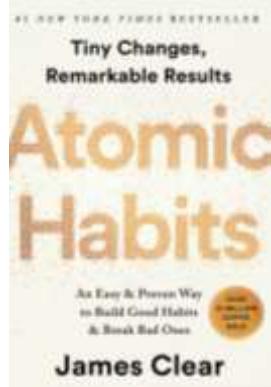
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Adopt a Superstar Attitude
- Work on Yourself First!
Habits, Beliefs & Commitment

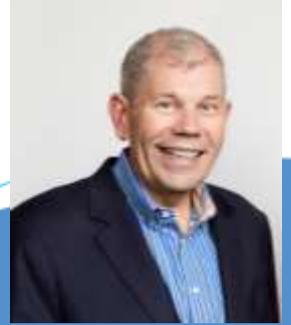


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CHANGE YOUR HABITS TO CHANGE YOUR LIFE!



Dave 2024 230lb



BIG DAVE
2007
350lb

127



128

HABITS OF EXCELLENCE

“We are what we repeatedly do.
Excellence, then, is not an act, but a habit.”

- Aristotle

129

PLEASE W

VER UP

AVOID THE
LONG TERM
EFFECTS OF
SUN DAMAGES



130

**SMALL DAILY
IMPROVEMENTS
ARE THE KEY TO
STAGGERING
LONG-TERM
RESULTS**



131

The big

WHY?

132



GO SPREAD THE
LOVE!

133

RECOMMENDED BOOKS to READ

- How to Win Friends and Influence People by Dale Carnegie
- You Can Do It and Believe & Achieve – two books by Paul Hanna
- The Magic of Thinking Big by David Schwartz
- Think and Grow Rich by Napoleon Hill
- Secrets of the Millionaire Mind by T Harv Eker
- The Seven Habits of Highly Effective People by Stephen Covey
- Mindset by Carol Dweck
- Who Moved My Cheese by Spencer Johnson
- The One Minute Manager by Ken Blanchard
- Learned Optimism & Authentic Happiness by Martin Seligman
- Why People Fail by Siimon Reynolds

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CONNECTING WITH DAVE & BROOKE



[DavidStaughton](#)
[Brooklyn Staughton](#)

[DavidStaughtonSpeaker](#)

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www.conversionplus.com.au
brooklynstaughton@gmail.com

WANT MORE? – Email Us!

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MORE RESOURCES FROM DAVE



www.specialistpracticeexcellence.com.au/tyrepower

136

LET'S MAKE A DEAL – Buying & Selling

137

BILLIONAIRE GAME



- 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 – TaxMan

Highest Combined Score
after 3 rounds
WINS PRIZES

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

138



GAME DEBRIEF



139



FACTORS OF INFLUENCE



140

CONFIRMING & CLOSING THE SALE

- Trial Close – “Yes, Yes, Yes”

141

3 C's – Connect, Common Bonds

142

OVERCOME OBJECTIONS - LAER



143

BEST TYRE VIDEOS TO WATCH



144

BEST PODCASTS



145

JIM PENMAN GROWTH STORY



146

KLAT



147

BODY LANGUAGE



148

RED vs GREEN WORDS – Words that Convert



149

WORDS THAT SELL & INFLUENCE



150