

TYREPOWER NSW

LEADERSHIP DAY

TRAINING MANUAL

August 2024

David Staughton
Superstar Training

www.davidstaughton.com.au

YOUR IDEAL EMPLOYEE

ATTITUDE / SKILLS / KNOWLEDGE / EXPERIENCE / RELATIONSHIPS –
PRESENTATION/IMAGE

WHAT WE WANT	WHAT WE DON'T WANT

CHARACTER FIRST

Focus on the desirable Character Qualities in Your Staff. Develop their Strengths!

What you FOCUS on EXPANDS!

Used regularly in Meetings, Staff Stories, Awards, Rewards, Staff Recruitment, Coaching & Counselling Sessions.

Case Study: COSTA FRUIT (Vic)

49 Character Qualities

Alertness	Diligence	Humility	Security
Attentiveness	Discernment	Initiative	Self-Control
Availability	Discretion	Joyfulness	Sensitivity
Benevolence	Endurance	Justice	Sincerity
Boldness	Enthusiasm	Loyalty	Thoroughness
Cautiousness	Faith	Meekness	Thriftiness
Compassion	Flexibility	Obedience	Tolerance
Contentment	Forgiveness	Orderliness	Truthfulness
Creativity	Generosity	Patience	Virtue
Decisiveness	Gentleness	Persuasiveness	Wisdom
Deference	Gratefulness	Punctuality	
Dependability	Honor	Resourcefulness	
Determination	Hospitality	Responsibility	

See also MARCUS BUCKINGHAM's Books on
Strengths-Based Leadership

DISC PROFILING TOOL

Please tick the ONE word that describes your behaviour at work MOST of the time.

Tick just 1 word per row. Please work ACROSS each horizontal row. Then ADD UP the scores in each column

Stubborn	Lively	Thoughtful	Humble
Unyielding	Carefree	Kindly	Reserved
Bold	Attractive	Loyal	Modest
Glaring	Charming	Faithful	Cooperative
Competitive	Attracts others	Devoted	Agreeable
Unafraid	Playful	Not easily excited	Soft spoken
Takes social initiative	Animated	Go-along attitude	Scheduled
Makes Statements	Spirited	Supportive	Orderly
Loud voice	Personal	Cooperative	Faithful
Quick pace	Extraverted	Adaptable	Detailed
Courageous	Frisky	Considerate	Mild
Self reliant	Full of Fun	Careful	Reserved
Independent	Inspiring	Gentle	Open to Suggestions
Adventurous	Stimulating	Obedient	Diplomatic
Competitive	Motivating	Will do as told	Tactful to People
Decisive	Sociable	Dutiful	Agreeable
Certain	Life-of-the-party	Patient	Consenting
Strong Willed	Talkative	Steady	Well disciplined
Daring	Chatty	Tolerant	Self controlled
Risk taker	Persuasive	Moderate	Respectful
Aggressive	Outgoing	Avoids Extremes	Shows respect
Challenger	Entertaining	Controlled	Adaptable
Takes Action	Cautious	Restrained	Flexible
Determined	Wary	Satisfied	Peaceful
Unwavering	Careful	Content	Tranquil
Stands firm	Convincing	Pleased	Lenient

Assertive	Assuring	Easy Mark	Not overly strict
Determined	Confident	Generous	Perfectionist
Persistent	Believes in self	Good natured	Accurate
Unrelenting	Assured	Pleasant	Correct
Refuses to quit	Admirable	Willing	Orderly
Force of character	Deserving of praise	Go along with	Neat
Powerful	Optimistic	Generous	Organised
Pioneering	Positive View	Willing to share	Reserved
Exploring	Light hearted	Kindly	Uncommunicative
Enterprising	Convincing	Willing to give or help	Cool
Argumentative	Good mixer	Accommodating	Cautious
Confronting	Animated	Willing to Please	Guarded
Positive	Companionable	Ready to help	Exact
Admitting No Doubt	Easy to be with	Trusting	Demanding of self
Vigorous	Popular	Has faith in others	Disciplined attitudes
Energetic	Liked by most	Neighbourly	Formal speech
Outspoken	Communicative	Friendly	Rational decision making
Speaks freely	Open	Slow pace	Strict
Speaks boldly	Warm	Flat voice	Impersonal
Restless	Approachable	Soft spoken	Businesslike
Unable to rest	Friendly	Helper	Disciplined about time
Unable to relax	Fluid attitudes	Peaceful	Uses facts
Take charge attitude	Informal Speech	Moderate opinions	Formal Dress
Directive	Flexible attitudes	Calm	Measured actions
ADRENALINE	DOPAMINE	SERATONIN	CORTISOL
D - DRIVER	I - EXPRESSIVE	S - AMIABLE	C - ANALYTICAL
Score:	Score:	Score:	Score:

IMPROVE YOUR COACHING SKILLS

YOUR COACHING MINDSET

People will perform up to your expectations. What are you genuinely expecting from them? Are you giving them the respect that they deserve?

DEVELOPING YOUR COACHING SKILLS

Coaching by asking questions is a great technique to teach others to solve their own Problems.

Get them to connect their Neurons and have total ownership and commitment to their solution.

Remember Dick Smith's advice - "Bring me Solutions NOT Problems"

Your Strategy as a Trainer and Coach

Ask Great Questions

Listen carefully

Dig Deep & Act Dumb - Hold back on providing the solution

Avoid "Yep, Yep, Yep" Syndrome

Effective Listening

Listening to Understand not Respond

Paraphrasing – repeating back your understanding of the answer

Clarifying – "what do you mean by..."

Repeating the last word or phrase

Remember 2 EARS 1 Mouth!

I DON'T KNOW

If you ever get the answer "I don't know"

Use empathy and slowly respond with - If you did know what would it be”

USE MORE OPEN QUESTIONS

What? Where? When? How? Whatif? Who? (Why?)

CLOSE with CLOSED QUESTIONS

Do you? Can You ? Have you? Should You?

AVOID USING NEGATIVE INSTRUCTIONS -

Brains do not understand negative instructions—phrase it in the positive.

Avoid using Don't Can't Shouldn't Won't

So instead of “Don't slam the door” use “Please shut the door quietly”

ASKING COACHING QUESTIONS - THE STEPS TO SUCCESS

1. CLARIFYING YOUR OUTCOME

- *What are you trying to achieve?*
- *What do you think is going on?*
- *What's really important to you about...?*
- *What do you see as the main issue?*
- *What do you see as the main problem?*
- *So what have you tried so far?*
- *What's your desired outcome?*
- *Why is it important to you?*
- *So what do you want?*

2. FOCUS ON THE BENEFITS

- *How will you know you've achieved a good result?*
- *How will you know you've achieved your outcome?*

3. IDENTIFY AND OVERCOME ANY BLOCK

- *What's stopping you?*
- *What's really stopping you?*
- *If you had a free choice in the matter, what would you do?*
- *If there was nothing holding you back, what would you do?*

4. DEVELOPING A PLAN - ENCOURAGING ACTION

- *So what are you going to do?*
- *What would help?*
- *What's your game plan?*
- *How do you suppose you could improve the situation?*
- *What support do you need?*
- *So how will you pull this together?*

5. COMMITMENT - MONITORING AND FOLLOW UP

- *What are the next steps?*
- *When will you do this?*
- *How will you monitor your progress?*

TYRE STORE PROFIT MODULES SUMMARY

Priority	Profit Modules	Effectiveness	Effort	Requires	Gurus
	Passenger Tyres	\$\$\$	7	\$350 k	
	4WD Tyres	\$\$\$\$	8	\$stock	
	Commercial Tyres Fleet – Transport	\$\$	7	\$stock	
	Truck Tyres	\$\$\$\$	9	\$100k stock & Van	
	Van & LT tyres	\$\$\$	8	\$ stock	
	Wheel Alignment	\$\$\$\$\$	9	\$40k	
	Mech Repairs Brakes/Steering	\$\$\$\$\$\$\$\$	10	Mechanic +\$50k	
	Batteries	\$\$\$	5	\$ Stock	
	Nitrogen	\$\$\$\$\$\$\$\$	5	\$ stock	
	4WD Access Winch/Snatch Susp	\$\$\$\$\$	8	\$ stock	
	Log Book Servicing	\$\$\$\$\$	9	\$10k	
	Child Restraint Fitting	\$\$\$\$\$	5	\$ Stock + customers	
	Wheels	\$\$\$\$	9	\$ Stock	
	Small Fleet Maintenance/Servicing	\$\$\$\$	9	\$ Stock	
	Fitting Bullbar	\$\$\$\$\$	9	\$ Stock	
	Retailing/Safety Store	\$\$\$\$	4	\$ Stock	
	Road Warranties – tyre insurance	\$\$\$\$\$\$\$\$\$	3	Sell it - \$5k	
	Vehicle OHS – First Aid	\$\$\$\$	7	\$ Stock	
	Road worthies/Rego check	\$\$\$\$\$	7	License + Customers	
	Loaner Cars	\$\$	8	Cost + Customers	
	Roadside Assist	\$\$\$\$\$	10	\$100k + on road vehicle	
	Auto parts import distribution	\$\$	9	\$ Stock	
	Blue Slip Record	\$\$\$	10	License + Customers	
	Car wash & Detailing	\$\$\$\$\$	5	Easy + top end customer	
	Window Tinting	\$\$\$\$\$	7	Equipment, stock, + cust	

TEN BEST-EVER TYREPOWER STORE IMPROVEMENT IDEAS

<p>1. Focus on a Great Customer Experience</p> <ul style="list-style-type: none"> • Regularly Mystery Shop your store • Handover System – explain the Value! • Wow them! wash wheels and windows • Events - Ladies Nights/P plater/ 4WD day • Great Coffee/Voucher & Free wifi • Loaner Cars or Customer Pick Up • Twilight/weekend extended trading • Neat & Tidy Workshop & Staff • Female Friendly - genuine focus • VIP loyalty Club – warranty – rotates 	<p>2. Improve your Phone Sales System</p> <ul style="list-style-type: none"> • Get a name, get a number, call them back • Use a Phone Script • Listen to your own recorded calls • Competitor Analysis – Call them up • Get the friendliest person on the phone • Hire a salesperson to work front counter • <i>“Have you been here before?”</i> • <i>“Have you been shopping around?”</i> • <i>“What prices have you got so far?”</i> • <i>“When would you like to book that in?”</i>
<p>3. Pricing Review & GP Margin Focus</p> <ul style="list-style-type: none"> • Mantra - You are too CHEAP, Your prices are too LOW and You discount too MUCH! • Focus on your GP margin (36-44% for tyres) look at it regularly and watch it grow • If your sales volume is up put <u>PRICES UP</u> • If sales volume is down – fix your customer service, sales and marketing systems • Handle price objections – Blame your accountant, talk about the price of stamps, • Prices should go up every <u>six months</u> • Services like wheel alignments can go up and extra services like battery fitting fee 	<p>4. Set Staff Targets and use Incentives</p> <ul style="list-style-type: none"> • Get your staff interested in the numbers • Set some <u>agreed targets</u> for sales • Run a 12 week staff incentive program on a simple sale like WAs, Batteries or Nitrogen. • Pay \$ into a bonus pool for every one sold and \$\$ for every one sold above a target based on the same month last year. • Must be a Small Win/Big Win incentive • The sales count needs to be displayed • The handing out of the monthly bonus pool needs to be a positive group experience • Change the incentive every 12 weeks
<p>5. Owner Time & Effort - High Value jobs Spend more time doing the higher value tasks</p> <ul style="list-style-type: none"> • Your Fitness and Health = positive attitude • Managing people - recruiting, coaching, training, systems & processes • Analysing Numbers – reports, bank, P&L • Relationships with Alliances & Suppliers • Dealmaking – people, businesses, property 	<p>6. Focus on Reports & Numbers (Costar/Xero)</p> <ul style="list-style-type: none"> • Learn to make the most of Costar • Attend costar training and ask others • Collect more useful Customer Data • Manage your debtors (accounts) • Do more SMS Reminders from Costar • Focus on useful reports on chargeable labour, margins, stock sales etc
<p>7. Active Stock/Margin Managing – Rebates!</p> <ul style="list-style-type: none"> • Spread the love – lots of supplier deals • Monitor your stock reports regularly • Work with suppliers to get great deals • Maximise margins on your best deal stock • Maximise your stock turns / Reduce OOS • Get the most from your delivery schedules 	<p>8. Hire a Great Salesperson (Female!) A great salesperson at the front counter can sell two to three times more than an EXPERT.</p> <ul style="list-style-type: none"> • Awesome Customer experience • Convert more callers into customers • Get more repeat and referral business • They run on appreciation and incentive
<p>9. Get a Business Coach/Mentor/HR Help</p> <ul style="list-style-type: none"> • You need someone to keep you on track and accountable, an HR advisor, hire a local business coach and get a mentor. • If your people are poor – coach the leader! 	<p>10. Talk to your Accountant more often Meet with your accountant often to review your P&L, understand your A&L and Cashflow. Ask for their advice and implement it. Plan for tax, super and future. Best money ever spent!</p>

MORE TYREPOWER STORE IMPROVEMENT IDEAS

<p>TEN BEST-EVER IMPROVEMENT IDEAS</p> <ol style="list-style-type: none"> 1. Focus on Great Customer Experience 2. Pricing Review & GP Margin Focus 3. Improve your Phone Sales System 4. Set Staff Targets and use Incentives 5. Owner Time & Effort - High Value jobs 6. Focus on Costar Reports & Numbers 7. Active Stock Management - Rebates 8. Hire a Great Salesperson (Female!) 9. Get a Business Coach/Mentor/HR Help 10. Get help from Accountant more often 	<p>STAFF PRODUCTIVITY TIPS</p> <ul style="list-style-type: none"> ○ Be a great manager with a positive attitude! ○ Implement the PMA program – <i>How are you?</i> ○ Seek input from your team – WCMO/WHIRL ○ Ask your team for their ideas & suggestions ○ Positive weekly meeting with staff (BBQ wins) ○ Sexy Staff Titles and Business Cards for all staff ○ Define, Measure & Reward Great performance ○ Improve Equipment Efficiency (team input) ○ Improve Workshop Layout and Cleanliness ○ Colour coded Tools
<p>BASIC WEBMARKETING</p> <ul style="list-style-type: none"> ○ Have a Great Website - Mytiresite ○ Promote your unique Niches online ○ Upgrade Google for Business Listing ○ Get more 5 star Online Reviews ○ Manage poor online reviews/feedback ○ Social media Posts on Facebook etc ○ Costar SMS reminders 	<p>ACTIVE WEBMARKETING</p> <ul style="list-style-type: none"> ○ Run Facebook Local Ads (custom/similar too) ○ Run local Google Ads ○ Run Ads on Bing (10%+ of the market) ○ Blog Article Writing (More content) ○ Make “How to” Videos on your niche ○ Promote Your Events online ○ Used Tyre Trading on Gumtree
<p>GREAT CUSTOMER EXPERIENCE</p> <ul style="list-style-type: none"> ○ Regularly Mystery Shop your store ○ Handover System – explain the Value! ○ Wow them! wash wheels and windows ○ Ladies Nights – P plater 4WD Events ○ Great Coffee/Voucher & Free wifi ○ Loaner Cars or Customer Pick Up ○ Competitor Analysis – Call them up ○ Twilight/weekend extended trading ○ Neat & Tidy Workshop & Staff ○ Female Friendly - genuine focus ○ VIP loyalty Club – warranty – rotates 	<p>SALES & PROMOTION EFFORT</p> <ul style="list-style-type: none"> ○ Offer everyone Wheel Alignments ○ Actively offer Safety Checks / find mech work ○ Battery testing & selling program ○ Wheel promotion and selling program (pics/FB) ○ Promote and Sell Nitrogen ○ Sell 4WD Accessories for some stores ○ Sell Exclusive Products ○ Charge a fee for battery fitting ○ Fleet Promotion ○ Offer headlight alignment ○ Less Discounting and Deals
<p>LOCAL MARKETING</p> <ul style="list-style-type: none"> ○ Build Local Alliances (See next page) ○ Local Community Marketing-SLAM ○ Store Stickers on vehicles ○ Giveaway Promotional Products ○ Some Local paper. Regional Radio/TV ○ On brand In Store Marketing–Signs/ TV ○ Offer Free puncture repair ○ Offer wheel repairs ○ Door to Door Service Card Salespeople 	<p>NETWORK EXPANSION TIPS</p> <ul style="list-style-type: none"> ○ Document & Video your Processes - TOK ○ Train Store Managers on leadership ○ Bigger Store – add a hoist or container ○ Extra Store – get another bigger store ○ Rapid Rollout new store Pirate Strategy ○ Consider Mobile Tyre Fitting Vans ○ Tyrepower is NOT a bank!

STORE FINANCIAL BENCHMARKING & REPORTING

- Learn to run & analyse Costar Stock reports (best sellers, hot/new, clear Slow moving)
- Manage your account customers – get paid on time
- TYRE STORE BENCHMARKING (Get a copy of the Benchmarking powerpoint deck)
 - Total Sales \$ per hoist -between \$300k to \$500k+
 - Sales per FTE (full time employee) \$40k (small store) to \$240k (big store)
 - GP% - 36% to 42+%
 - Rent - 2 to 8+% of turnover (5% is good)
 - Wages – depends on services offered & owner wage inc/exlc – say 40-45%

LOCAL ALLIANCES & JVs - Build trusted relationships with

Local mechanics	Carwash
Auto electricians	NRMA/Auto Association
Garages / petrol stations	Local Business Fleets
Car dealers - wheels?	Council/Govt
Exhaust/Muffler shops	Tradies builders
Caravans/Motorhome Dealers	Baby shops
4WD/Camping Shops	Battery shops
Suspension Shops	Trailer repairs/dealers
Panel Beaters	Truck repairs/dealers

MARKETPLACE POSITIONING VS COMPETITORS

- MYCAR - female friendly - visit us last- flybuys - nation wide guarantee
- JAX TYRES – young market - webmarketing focus (bought by Hankook tyres)
- BOB JANE - price guarantee - SUV focus – fleet work
- BEAUREPAIRES – fleet work
- BRIDGESTONE SELECT
- GOODYEAR – fleet work & DUNLOP SUPERDEALER
- CONTINENTAL tyres – rolling out stores
- KUMHO – branding stores
- MICHELIN
- CDT - city discount tyres
- TYRES & MORE - Yokohama
- TYREPLUS - Michelin
- BFGOODRICH
- FIRESTONE
- ULTRA TYRE & AUTO
- TOYO TYRES
- INDEPENDENTS and IMPORTERS - grey market
- MTS - Mobile Tyre Shop
- ONLINE SELLERS – Tyresales.com.au, tyrerack.com (US)

SELL EXTRAS! - YOUR PASSION PRODUCT PROMO PROJECT

- Pick a **PASSION PRODUCT** that is valuable & profitable
- GET A **PLAN!** – Engage the team with a clear GAMEPLAN
- Set achievable **TARGETS** – A SMART Goal & Milestones
- Find an **INCENTIVE** to sell more - a DEAL on Team Rewards
- Create a **SCOREBOARD** on the wall – watch your results
- Put all your **ATTENTION** on the Product and the Progress
- STUDY THE PRODUCT** – Really Know ALL the Features
- Find **REASONS WHY?** – Know WHY they buy the product
- Know **REASONS WHY NOT?** – Overcome their Objections
- TEAM HUDDLES** - Regular Focus & Feedback Sessions
- MORE DISPLAYS** –Combo, Counter & Floor Displays
- MERCHANDISING EFFORT** – Design and Display a Theme
- MORE SIGNAGE** – More signs, toilet door, windows
- ON SCREENS** – Make a graphic to promo on your TVs/sign
- RECOMMEND IT** – Use it Yourself and rave about it!
- DESIGN A DEMO** – Work out how to best “Show & Tell” it
- PITCH PHRASE** – Find a question & practice how to say it
- USE **SALES AIDS** – wear it - badges,T-shirts & reminders
- COMBOS LIST** – List of Combinations with other products?
- COLLATERAL** –Flyers, Articles, Newsletters, Postcards etc
- E-MARKETING** – Enews, SMS, Social Media FB
- ON YOUR **WEBSITE** – Promote the Product on the web
- Make a **VIDEO** about the Product – iphone/ipad
- Run Customer EVENTS** – Run a Promotion
- _____

SELLING MORE EXTRAS & ADDONS – Ask these SALES PHRASES

- | | |
|-------------------------------------|---|
| ▪ <i>What Else...?</i> | <i>How About?</i> |
| ▪ <i>Let me show you.....</i> | <i>Have you considered....?</i> |
| ▪ <i>How about a...</i> | <i>Have you seen our...</i> |
| ▪ <i>Would you like to try...</i> | <i>Let me show you something great</i> |
| ▪ <i>Would you like a...</i> | <i>Let's go through the MENU</i> |
| ▪ <i>I strongly recommend</i> | <i>I have tried this and it's the best...</i> |
| ▪ <i>You really need</i> | <i>What you really want is....</i> |

OBTAINING COMMITMENT

- | | |
|--|--|
| ▪ <i>So you'd like to include (item) in the order?</i> | <i>How would you like to pay for this?</i> |
| ▪ <i>Would you like A or B?</i> | <i>So you'll take that?</i> |

TIPS FOR INCREASING SALES OF ADD-ONS & EXTRAS

- Manager's Interest and attention is critical – especially for franchisees and non-owners
- Display your Popular items – Hot spots & Eye level
- Offer Deals & Combos – “This goes with that”
- ASK! – Practice your Phrase that pays
- Use Secret Nod or Magic nod when you ask
- Use your Eyes and Hands - Look at it & Point to it
- Run a Staff Competition – Individual Measures on the wall
- Put Scores on the Board – Measures on Wall – Team, individual targets and product
- Run Staff League Ladders but don't show the bottom 20% (compete against other stores?)
- Staff Huddles – Focus & Feedback = set expectations and focus on ANY improvement or PB
- Appreciation and Praise for ANY improvement or effort – fan the flame of success
- Use Incentives and Rewards – \$notes on offer on wall, Movie tickets, gift vouchers
- Recognition Systems – Badges, Certificates, Name, Stickers
- More Product Knowledge and Focus - POW/POM/POD – “product of the week”
- Use a High Margin “Traffic light” Chart – Know you most and least profitable products
- Price Pointing – people like attractive prices \$5, \$10, \$20 and numbers – not \$3.56
- More Signage, T-shirts & wear Badges
- High Definition Photo Frame on counter – show me don't just tell me – movement attracts
- Avoid getting the staff to help people “save money and buy more for less”

RUNNING TEAM COMPETITIONS

- You can run sales & Service Competitions – to get BUZZ – where attention goes money flows
- Make me feel like a WINNER – NOT a loser – nobody likes playing and losing repeatedly
- Ask and Involve the Staff to find Product of the Month and Set Targets
- Run a series of 4, 8 or 12 week focussed programs to change behaviours
- Use lots of small prizes, certificates, buzz and Appreciation/Recognition

Read Bob Nelson's Book on 1001 ways to recognise and reward or Friedman's Book on Retail Sales Games and incentives

TOP TIPS FOR SELLING MORE WHEELS

Wheels are an Aspirational “Want” Purchase – Tyres are usually a functional or “Need” purchase.

START WITH A PASSION FOR WHEELS

- Someone has to be passionate about selling wheels – “where the attention goes, money flows”
- Fit your favourite wheels on your vehicle and staff vehicles
- Incentivise the staff to sell more wheels – run a competition and focus on wheel sales count!

EXTERNAL SIGNAGE & DISPLAY

- You have a well-lit wheels display in the window at night
- Your external signage says that you sell and fit wheels and are a wheels specialist

WEBMARKETING FOR WHEELS

- Make sure your own website has Wheel selector on it and lots of pics & info
- Post vehicles with wheels on Social media - facebook, snapchat and Instagram (TP Orange FB)
- Your website is correctly listed on ALL supplier websites and wheel supplier websites
- Write some helpful articles about wheels and choosing wheels
- Get wheels customers to write online reviews about your great service
- Use Canva.com to make better Instagram posts about vehicles and wheels
- More Photo editing – adjust photo colour saturation and contrast to make them look better
- Check your Facebook analytics for popular posts and do more like that (wheel porn)
- Pre-schedule your posting for FB on buffer, hootsuite.com or facebook

GET & USE WHEEL IMAGES

- Get Photos of every vehicle with new wheels (in front of your store with ph no seen)

WHEEL DISPLAY

- Have a well presented wheels display in the store
- Use wheel merchandising - descriptive tags and prices on wheel racks
- Have information and prices next to any wheel displayed (name, 3 reasons, price)
- Highlight “best seller” “new arrival” “Clearance/Deals on wheels”

ONLINE DIRECTORIES & MARKETPLACE

- list your wheels in stock for sale online – Gumtree etc

BUILD ALLIANCES WITH LOCAL CAR DEALERSHIPS

- Thank the dealer, sales mgr and sales ppl often – call, card, gifts, deals
- Give them a printed photo book of wheels on their vehicles (fitted price) **SNAPFISH - PHOTOBOX**
- Create displays and sales aids in the dealership to help sell more wheels/tyres
- Get sets of wheels on their vehicles • Consider Trading tyres with dealers

FOCUS ON VEHICLES THAT HAVE FRIENDLY DEALERS & UGLY WHEELS

- Mazda BT 50, Toyota Prado and Hilux, Subaru, Mitsibishi Lancer and Triton, Nissan Navara ,
- Colorado/Rodeo Dealer, Ford Dealer – Falcon wheels in Feb and Ford Ranger, Jeep Dealer

FINANCIAL BENCHMARKING EXERCISE

NOTE: Use your 12 MONTH RESULTS (not Monthly) and use financial figures that EXCLUDE GST

Financial Year or Calendar Year _____ Metro / Regional Centre / Rural Store (Circle)

HOW MANY Full Time Employees (FTE) WORKING AT THE STORE?	FTE
---	------------

FTE means Full Time Equivalent Workers – i.e. 2 part time (19 hr) staff = 1 FTE Please include Owners & any hours for Family - Can add total Hours Worked per average week and divide by 38

FROM YOUR PROFIT & LOSS

YOUR TOTAL SALES p.a.	\$	100%	BENCHMARKS
COST OF GOODS (COGS)	\$	%	Avg 58 to 64%
WAGES + WAGE ONCOSTS	\$	%	Range 12 to 20% - Avg 16%
RENT \$	\$	%	Range 3 to 8+% - Avg 5%
ALL OTHER EXPENSES	\$	%	Avg 10 to 15%
NET PROFIT	\$	%	Avg 2 to 10+%

TO CALCULATE

GP % = GROSS PROFIT % = (Total Sales – COGS) / Total Sales	% - Aim for 36 to 42 %
--	------------------------

ANNUAL SALES PER FTE	\$	\$200k to \$400k – Avg \$300k p.a.
GROSS PROFIT PER FTE	\$	\$80k to \$160k – Avg \$120k p.a.

FROM YOUR BALANCE SHEET

TOTAL CURRENT ASSETS	\$	Last Year \$
TOTAL INVENTORY (STOCK VALUE)	\$	Last Year \$
TOTAL CURRENT LIABILITIES	\$	Last Year \$

TO CALCULATE

YOUR QUICK RATIO Current Assets/Liabilities		>1.5 is good , 1 to 1.5 is OK, < 1 is poor
STOCK TURNS p.a.		Range 1 to 10+ - Avg 4x, 5x or 6x
GROSS PROFIT % (from above)	%	Aim for 36 to 42 % GP

Can also look at SPI - STOCK PERFORMANCE INDICATOR - Stockturn x Gross Profit % (> 100 is good)

FROM YOUR POS SYSTEM

TOTAL TYRES SOLD		
WHEEL ALIGNMENTS SOLD		Alignments per Tyre (1 in 4) RATIO

You can also measure and run sales competitions on Batteries sold, Wheels sold, Nitrogen sold etc

TEN TOP TIME TIPS

<p><u>PLAN YOUR OUTCOME</u></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><u>PRIORITISE</u></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><u>AVOID PROCRASTINATION</u></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 diary · Set earlier deadlines · Remember that FEAR = False Expectations Appearing Real 	<p><u>GET ORGANISED</u></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><u>SIMPLY SAY 'NO'</u></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><u>MANAGE YOUR MEETINGS</u></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><u>DELEGATING</u></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 '<i>Making Delegation Happen</i>' 	<p><u>USE YOUR 'DOWN' TIME</u></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><u>SUBDUE YOUR PHONE</u></p> <ul style="list-style-type: none"> · Make & take calls at specific times · Create a phone log · Do call analysis · Make notes of all calls · Return all calls promptly 	<p><u>AVOID OVERWHELM</u></p> <ul style="list-style-type: none"> · Take regular breaks / · Take time off to relax · Learn speed reading and touch type · Prioritize your tasks · Choose 3 things only to focus on.

IMPROVING YOUR EFFICIENCY & EFFECTIVENESS

BALANCING YOUR WORKLOAD

Most businesses have busy and quiet times. See if you can charge a premium on busy days/times and offer a deal on quiet days/times. This is how the cinema industry shifted clients from Saturday to Monday and Tuesday. Think of other reasons (other than price) why your buyers would buy turf in the quiet times.

Balancing your workload, reduces the need for extra staff at busy times and is a far more sustainable way to do business.

RECRUITING GREAT STAFF

The mining boom is slowing down and more good staff are available. You can also find good staff in your local area – hand any good locals a business card and say “If you’re ever looking for a job call me!”

Apart from www.seek.com.au, other good places to recruit are New Zealand – try offering your role (& on-site accommodation) to potential staff on www.trademejobs.co.nz and www.seek.co.nz

GET VIRTUAL STAFF TO ASSIST with office admin and marketing.

You can get outside help with single marketing and graphics projects on Odesk.com, fiverr.com, elance.com. Have a look at the amazing range of low cost help available – about one fifth to one tenth what you pay for staff in Australia. We have the most expensive labour costs in the world!

You can also get help offshore – a great English speaking Virtual assistant (VA) costs about \$10-15k p.a. and can make you twice as productive - See the book www.Virtualfreedombook.com by Chris Ducker.

www.wrktopod.com

You can get research, graphics, typing, admin and lots of organising done by your VA.

You can also use www.fiverr.com or www.upwork.com

DISC Behavioural styles

	<u>C-TYPE</u>	RESULTS	<u>D-TYPE</u>	
	 <p>CORTISOL Analytical Melancholy Perfect GREEN</p> <ul style="list-style-type: none"> · Formal · Measured & systematic · Seek accuracy & precision · Dislike unpredictability & surprises · 		 <p>ADRENALINE Driver Choleric Powerful RED</p> <ul style="list-style-type: none"> · Business like · Fast & decisive · Seek Control · Dislike inefficiency & indecision 	
ASK				TELL
SLOW	<p><u>S-TYPE</u></p> <ul style="list-style-type: none"> • Conforming & Comfy • Easy going & less rushed • Seek appreciation • Dislike insensitivity & Impatience  <p>SERATONIN Amiable Phlegmatic Peaceful BLUE</p>		<p><u>I-TYPE</u></p> <ul style="list-style-type: none"> · Flamboyant · Fast & spontaneous · Seek recognition · Dislike routine & boredom  <p>DOPAMINE Expressive Sanguine Popular YELLOW</p>	EAST
		RELATIONSHIPS		

What they Really want & Don't Want -Their Basic Intent

D-Type - Get it Done (Results - Fast) - Like WINNING - Dislike LOSING

I-Type - Get Appreciated (Fun/Socialising) - Like VARIETY - Dislike NEGATIVITY

S-Type - Get Along (Harmony) - Like TEAMWORK - Dislike CONFLICT & CHANGE

C-Type - Get it Right (Results - Accuracy) -Like PRECISION - Dislike MISTAKES

CONVERSATIONS FOR CHANGE – Mastering 12 different types of conversation

CONVERSATION	DISC TYPES - BEST AT THIS	DISC TYPES - COULD IMPROVE
1. Conversation for Connection	I type – Likes meeting new people	C type – learn the importance of conversation & engagement
2. Conversation for Creating new Possibilities	D type – wants to initiate new activities I – wants to verbalise lots of ideas in meeting C – will explore and research possibilities on their own	S type – would prefer to continue doing things the way they have been doing them
3. Conversation for Structure (Plan & Process)	S – will want to discuss the process, the step by step sequence and the pace	D & I may not want to focus on these details because they want to jump into action
4. Conversation for Commitment	D will be quick to agree but not necessarily stick with it for the long haul S – Will stick with it for the longest but may take the longest to start	I – may agree but not follow through
5. Conversation for Action	D – will jump in immediately and be ready to go (starters) I – will jump in with excitement and enthusiasm (starters)	S – may struggle to initially get going but once they get going they will continue in action (completers) C – wants to have explored all options before taking action
6. Conversation for Accountability	D – will hold others accountable directly C – will email a request for status update	S – may not be willing to directly hold others accountable and may do it themselves instead
7. Conversation for Conflict Resolution	D – will put the interpersonal conflict out in the open but may jump to the first resolution option that appears I – will want to resolve the conflict once it is clear and want to explore options	S – will not want to deal with open conflict. May show passive aggressive tendencies C – will not likely point out that there is an interpersonal conflict
8. Conversation for Breakdown	D – Will verbalise that this is not working C – Will work hard to find another way before verbalising the breakdown	I – may be so busy that they have not noticed yet that a breakdown has occurred
9. Conversation for Withdrawal & Disengagement	D – Willing to move on quickly	S & C – have a harder time letting go
10. Conversation for Change	I & D enjoy variety and big picture changes, may like change for change sake	C & S will want to slow changes down and consider all options first
11. Conversation for Appreciation	I – natural at affirming and appreciating other	C – may not realise why this is needed and may be more focussed on critical feedback
12. Conversation for Moving on	D – may already be onto the next big thing I – Will enjoy acknowledging others contributions	S – Will not want change to occur C – may gloss over the need for this conversation

DIFFERENT WAYS OF WORKING WITH DIFFERENT DISC TYPES

Behavioural Flexibility is the KEY to Success!

Send an Agenda before meetings?
Pre-Information sent?
Set an Appointment Vs Drop In?
Come Pre-Prepared?
Meeting Location? Stand/sit?
Best Time of Day? – M/A/E
Social - Small Talk / Chat?
Speed - Fast/Slower?
Dot Points or Tell Stories?
Follow a Process Vs Variety/Unstructured
Focus on Outcomes/Results?
OK to Try it / Make Mistakes?
Time to make a Decision?
Bit at a Time or Whole Complete Solution?
Challenges your Claims / Wants proof?
Want Testimonials? – V A K
Want a Demonstration? – V A K
Want Case Studies & Proof?
Want Detail & Technical Data ?
Want a Personal Guarantee?
Open to Alternatives?
Fast & Easy to change – Early adopter of new things?
Slower to change – Loyal follower of traditional ways
Wants lots of praise and appreciation?
Always critical and pessimistic?
Avoids conflict Vs Addresses conflict?
Passive Aggressive or Openly aggressive?
Likes to celebrates wins and be in the spotlight?
Likes to lead Vs Likes to follow and put the team first?