

# STORE LEADERSHIP DAY

## How to GROW Tyrepower in Turbulent Times



Brooke and Dave Staughton  
Superstar Training

David Staughton  
The Business Implementation Guy

1



2

## DAY 1 REVIEW

What do you remember?

WORK YOUR **ACTION ITEMS**

David Staughton  
The Business Implementation Guy

3

## USEFUL MANAGER MANTRAS

### MINDSET

- “You get what you GENUINELY EXPECT”
- “What you FOCUS ON expands!”
- “Man who aims at NOTHING achieve it with amazing accuracy”
- “Focus on what you want to ACHIEVE – Not what you want to AVOID”
- “If you’re GREEN you grow, if you’re RIPE you ROT”
- “Practice Random Acts of Kindness”

David Staughton  
The Business Implementation Guy

4

# MASTER THE TWELVE FUNDAMENTALS OF BUSINESS

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

David Staughton  
The Business Implementation Guy

5

## LEADERSHIP AGENDA

- |   |                                       |
|---|---------------------------------------|
| • Always Know Your Outcomes               | • Teamwork – using Love Languages     |
| • Market Update and Strategies            | • Staff Performance & Engagement      |
| • New Technology & AI Tools               | • Team Incentives & Competitions      |
| • Understand Yourself & Others DISC       | • Make more Sales - Grow Your Revenue |
| • Recruiting - Find, Attract & Keep Staff | • Time Management & Efficiency        |
| • Leadership & Tough Love                 |                                       |

David Staughton  
The Business Implementation Guy

6

# *What are Your OUTCOMES for today?*

## *Cards*

David Staughton  
The Business Improvement Guy

7

### **EXERCISE THE NAILS GAME**

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

David Staughton  
The Business Improvement Guy

8

## 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



13



**The COVID  
Spending Boom!**

**David Staughton**  
The Business Investment Guy

14

## SCENARIO PLANNING & BLACK SWANS

Imagine 5 Future Scenarios for Rapid Change & Contingencies

	A	Amazing	> +30%	Fast Growth Opportunities - Cashflow / Staffing / Supply
	B	Better	10 to 30%	Good Growth Opportunities - Manage Growing Pains
	C	Constant	0 to 10%	Business Conditions as expected – SALY!
	D	Down	0 to -30%	Worsening conditions - Secure Income & Trim Costs
	E	Emergency	> - 30%	Catastrophic conditions - Radical Cost Cuts & Actions (Pivot to save business)

+10% INCOME or PRICING can be +100% PROFIT

*Napoleon was a brilliant strategist - he conducted more battles than most great commanders before or since and managed to win most of them. Napoleon at War by Petre*

David Staughton  
The Business Implementation Guy

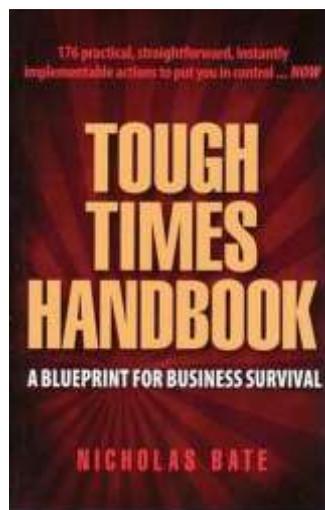
15

## 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

David Staughton  
The Business Implementation Guy

16

## After Covid – This is the NEW NORMAL



17

### SIX BIG COVID SHIFTS & NEW LENSES

<b>Virtual Everything</b>	<b>Much More Technology</b>	<b>Reinvention - 'Born Again'</b>
<b>Future of Work</b>	<b>New World of Leisure</b>	<b>Your Health &amp; Future Risks</b>

18

## SIX BIG SHIFTS & Significant NEW OPPORTUNITIES

Virtual Everything	Much More Technology	Reinvention - 'Born Again'	Future of Work	New World of Leisure	Your Health & Future Risks
Virtual / Hybrid Teams	Rapid Digital Transformation	Different Set of Values	WFH & Remote Work	Rise of 'Revenge Tourism' Hols	PPE & Safe Environments
Virtual / Hybrid Meetings	Cybersecurity & Hacking	Career Pivot – Own Priorities	Much Less Commuting	More Interest in Own Hobbies	Deal with Mental Health Issues
Virtual / Hybrid Events	Tech Tools & Platforms	Impact on Relationships	More Flexibility & Effectiveness	Local / Regional Travel & Bubbles	TeleHealth & Health tech
Virtual / Hybrid Sales & Selling	Better System Development	Tree Change / Sea Change	Use of VAs & Global Teams	Even More Social Media	Personal Health Monitoring
Online Commerce	Automation & Robotics, AI	Want Different Leadership	Project-Based Outcome Mgmt	More Use of Mobile Devices	Aged Care Isolation Change
More Outsourcing	More Use of Video & Zoom	A New Work Culture	Less CBD Office space	Personal Fitness Obsession	Preparing for Future Pandemics

Global Powershift – World Economy & Finances – Planet Sustainability – Nature - Veganism – Gut Health

David Staughton  
The Strategic Innovator's Club

19



20

## So What's Your Business Strategy?



David Staughton  
The Business Implementation Guy

21

## 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!"

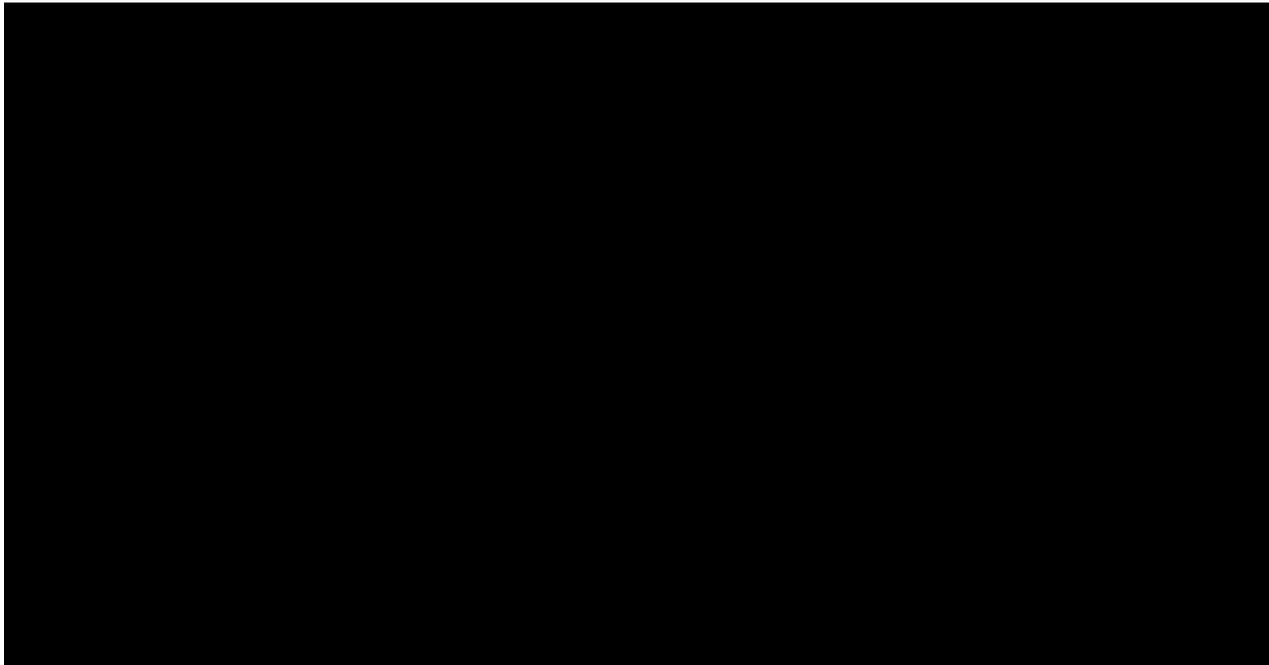
### SALY

"Same as  
Last Year +10%"

**IMPLEMENTATION – JUST DO IT!**

David Staughton  
The Business Implementation Guy

22



David Staughton  
The Business Improvement Guy

23

## 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!

David Staughton  
The Business Improvement Guy

24

## MANY OPPORTUNITIES FOR GROWTH

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

David Staughton  
The Specialist Practitioner's Club

27

## What's Working?

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

On cards



28

# LEADERSHIP DEVELOPMENT & STAFF SUCCESSION



29

## 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)
ZIC – Workshop Manager	\$\$\$	Supervision & Sales (Incentives)
Salesperson	\$\$\$ to \$\$\$\$	<b>Sales Maker</b> – Front Desk / Forecourt (Incentives)
Admin / Server	\$\$	<b>Order Taker</b> – 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

David Staughton  
True Specialist Recruitment Ltd

30

# AVOID Manageritis

“Pouring Beers” story

Don't get a Dog and Back as Well



31

## 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)

GO BIGGER WHERE YOU ARE  
BEFORE MULTI-STORE

BUILD YOUR TEAM & SYSTEMS  
BEFORE EXPANDING

CLEAR VALUES / EXPECTATIONS  
“THE TYREPOWER WAY”

32



33

**Who are your  
Next Leaders – Your 2IC?**

34

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

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

## To Build a Great Team!

Biz Card recruiting!

David Staughton  
 The Business Recruitment Guy

37

## USEFUL LEADERSHIP MANTRAS

### LEADING

- “Just because you CAN doesn’t mean you SHOULD”
- “You get what you PUT UP WITH”
- “You get what you TRULY DESERVE”

- “INSPECT what you EXPECT”
- “We don’t LIE, CHEAT or STEAL or harbour those that DO”
- “Change, Adapt or DIE!”

### MOTIVATING

- “What gets REWARDED gets REPEATED”
- “What gets CELEBRATED gets ACHIEVED”
- “Where your ATTENTION goes – the MONEY flows”

David Staughton  
 The Business Recruitment Guy

38

## TYRESTORE MULTI-STORE EXPERTS

- **Nigel Chynoweth**
- JAX Quickfit
- 32 outlets \$70m p.a.
- [www.bizbuysell.com.au](http://www.bizbuysell.com.au)
- **Steve Lange**
- Tony's Tyre Service NZ –
- 22 Stores. (sold in 2008)



David Staughton  
The Business Brokerage Group

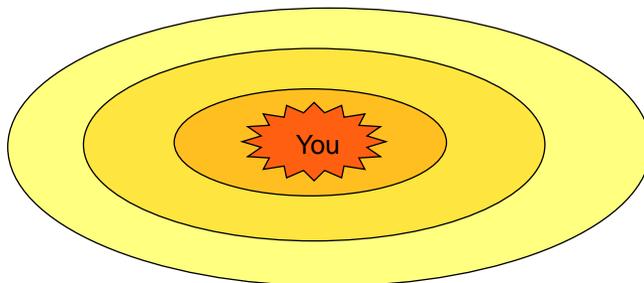
39

## LEVELS OF LEADERSHIP

**SELF** - Self Discipline

**STORE** - Leading others **around you**

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



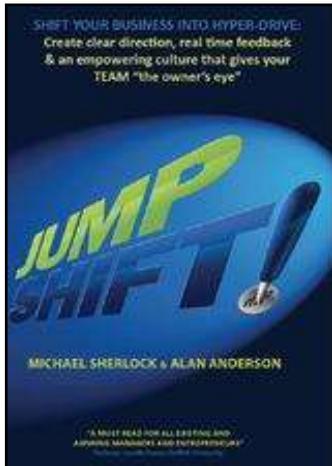
**WIN HEARTS & MINDS!**

Vision  
Character  
Values  
Stories

David Staughton  
The Business Brokerage Group

40

## BEST GUIDEBOOK TO MULTI-STORE EXPANSION



- Michael Sherlock
- Brumby's Bakery Founder



David Staughton  
The Ultimate Entrepreneur's Guide

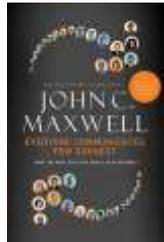
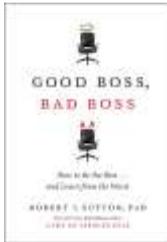
41

## SHARE YOUR BEST LEADERSHIP EXPERTS – VIDEOS, PODCASTS & BOOKS?

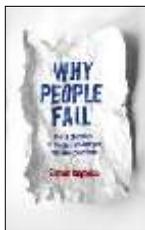
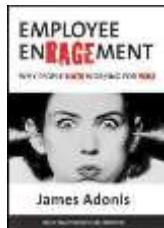
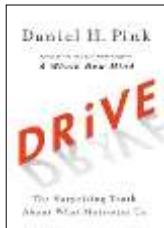
David Staughton  
The Ultimate Entrepreneur's Guide

42

## FURTHER READING – STAFF LEADERSHIP



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



**David Staughton**  
The Business Improvement Guy

43

## SEEK MORE HELP, SUPPORT , RESOURCES

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

**David Staughton**  
The Business Improvement Guy

44

# NEW TECHNOLOGY & AI

David Staughton  
The Business Implementation Guy

45

## 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

David Staughton  
The Business Implementation Guy

46

## GROUP DISCUSSION

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

David Staughton  
The Business Improvement Guy

47

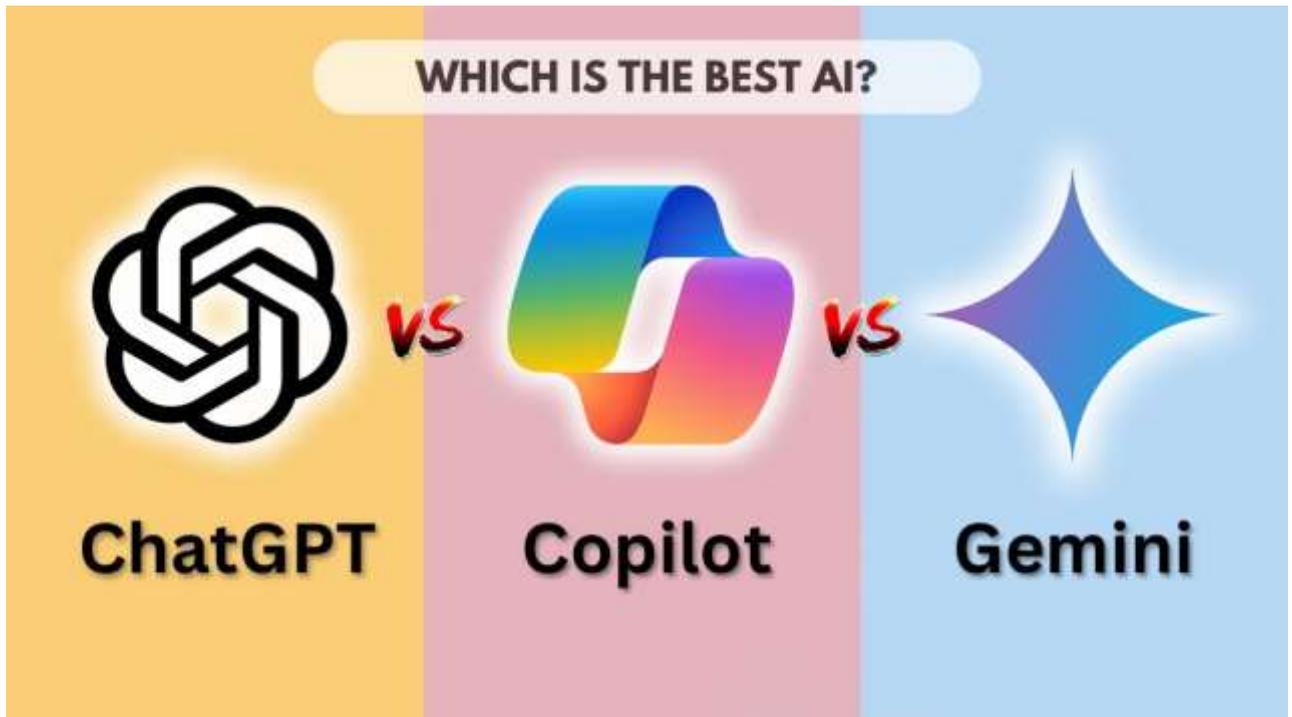
## More Use of Technology – Efficiency Tips

- Website / Reviews
- ConnectPlus
- CRM Software - Database?
- Communication Tools?
- Useful Phone Apps?
- Photos and Videos?
- Using AI? (Nov 2023)



David Staughton  
The Business Improvement Guy

48



49

## POPULAR AI – ARTIFICIAL INTELLIGENCE TOOLS

- ChatGPT by Open AI (FREE)
- ChatGPT App on your Phone
- ChatGPT PAID – 4 and 4 mini
- ChatGPT Multimodal – 4o
- GPTs
- AI Agents



[www.specialistpracticeexcellence.com.au/AI/](http://www.specialistpracticeexcellence.com.au/AI/)

- Copilot & Bing (Microsoft)
- Gemini – Advanced (Google)
- Claude 3.5 (Anthropic)
- Grok 2 (X power)
- Perplexity
- GSE / Voice Search
- Apple AI – NEW!
- ChatGPT5 – soon
- SearchGPT - soon

50

## 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**/3 more Relevant Prompts
- **Better results** - Try again, manners, offer a bribe or give consequences
- Learn **Advanced prompting** – Act as, Roleplay
- Decide your **Output** – Pros & Cons, a Table, a Powerpoint
- **Roleplay** – Coach me and Ask me Questions
- Speak your Question
- Upload your photos or files
- 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

## MORE AI LEARNING RESOURCES

- Join AI Facebook groups/forums
  - AI Savvy
  - Adam.digital
  - The ai surfer
  - Darius Lukas Academy
  - AI Fire (cheat sheets)
- Follow Instagram pages
  - The ai avalanche (paid access to prompt library)

David Staughton  
The Business Productivity Guy

53

## LEARN AI TOOLS FOR PRODUCTIVITY

### CHATGPT + BARD + BING + CLAUDE

- ChatGPT for Sheets
- ChatGPT for Google
- Perplexity AI
- Jasper AI
- Notion AI
- Fathom AI
- Merlin AI
- MidJourney AI
- Futurepedia



- ✓ Improves your Writing & Planning
- ✓ Give ChatGPT Feedback and Prompts
- ✓ Use Shortcuts and AI Fire cheat sheets
- ✓ Personalise Your Emails and Comms
- ✓ Use Data Analysis Tools
- ✓ AI Tools for Excel / Sheets calculations
- ✓ Use AI Research with caution

SEE A BIG LIST of AI TOOLS  
[www.davidstaughton.com.au/AI](http://www.davidstaughton.com.au/AI)

David Staughton  
The Business Productivity Guy

54

## 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://specialistpracticeexcellence.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://specialistpracticeexcellence.com.au/ai-for-small-business/>

David Staughton  
The Business Implementation Guy

57

## 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 Resources
- Payroll Services & Employee Benefits
- 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://specialistpracticeexcellence.com.au/ai-for-small-business/>

David Staughton  
The Business Implementation Guy

58

## MARKETING TECH (MARTECH)

- AI TOOLS - Chatgpt, Gemini, CoPilot, Bing, Claude, Perplexity, Grok
- AI GRAPHICS - Canva, Adobe, Shutterstock, Jasper Art
- AI IMAGES – MidJourney, Dalle3, Ideogram, Leonardo
- AI VIDEO – Synthesia, Pictory, Runway, Descript, Kling, Flux, SORA
- AI WRITERS – Jasper, Copy.Ai, Quillbot, Frase
- AI EDITORS – Grammarly, Hemingway, ProWritingAid, (Copyscape)
- SOCIAL SCHEDULERS - Later, Hootsuite, Buffer
- WEBSITE SEO TOOLS - Semrush, Ahrefs, Moz, Surfer SEO etc

David Staughton  
The Business Implementation Guy

59

## META GLASSES + AI = YOUR ASSISTANT



David Staughton  
The Business Implementation Guy

60

## COMING SOON – Humanoid Robots with AI



Ambidex  
 Realmn  
 S1 Astribot  
 Kime – Macco  
 Armar 6  
 Promobot  
 Pepper – Softbank  
 Hector (Small robot)  
 Nao – Softbank  
 OP3 – Google Deepmind  
 ErgoCub

Hydra – Uni of Tokyo  
 4NE1 – Neura Robotics  
 Themis – Westwood  
 Nadia – IHMC  
 MagicBot – Magic Labs  
 Kepler  
 CL1 – LImX  
 PX5 – Xpeng  
 Talos – Pal Robotics

Mentee Bot by Mentee AI  
 Figure – Open AI Partner  
 Walker S – UBtech  
 Surena IV – Tehran Uni  
**H1 & G1 – Unitree**  
**Neo – 1x**  
**GR1 – Fourier Intelligence**  
**Phoenix – Sanctuary AI**  
**CyberOne – Xiaomi**

**Atlas 2 – Boston Dynamics (Hyundai)**  
**Apollo – Apptronic (NASA)**  
**Digit – Ability Robotics (Amazon)**  
**T-HR3 – Toyota**  
**Optimus v3 – Tesla**  
**Robonaut 2 – NASA**  
**RT-2 – Google**  
**ERS-7 & Qrio – Sony**

<https://www.youtube.com/watch?v=PyrDh6RQdYY>

<https://builtin.com/robotics/humanoid-robots>

<https://www.youtube.com/watch?v=gFp18nW7p34>

David Staughton  
 The AI/ML/Robotics/VR/AR Guy

61

# Understand Yourself & Others with DISC

David Staughton  
 The AI/ML/Robotics/VR/AR Guy

62

**See SLIDEDECK 2b**

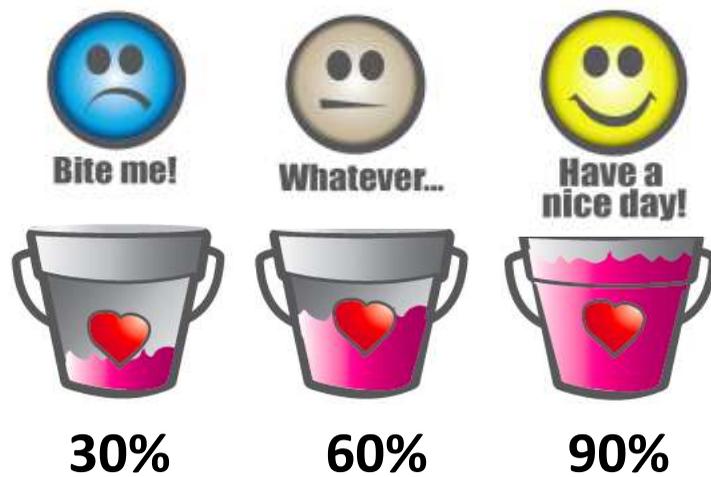
# **TEAMWORK & ENGAGEMENT**

# TEAM RATING SHEET

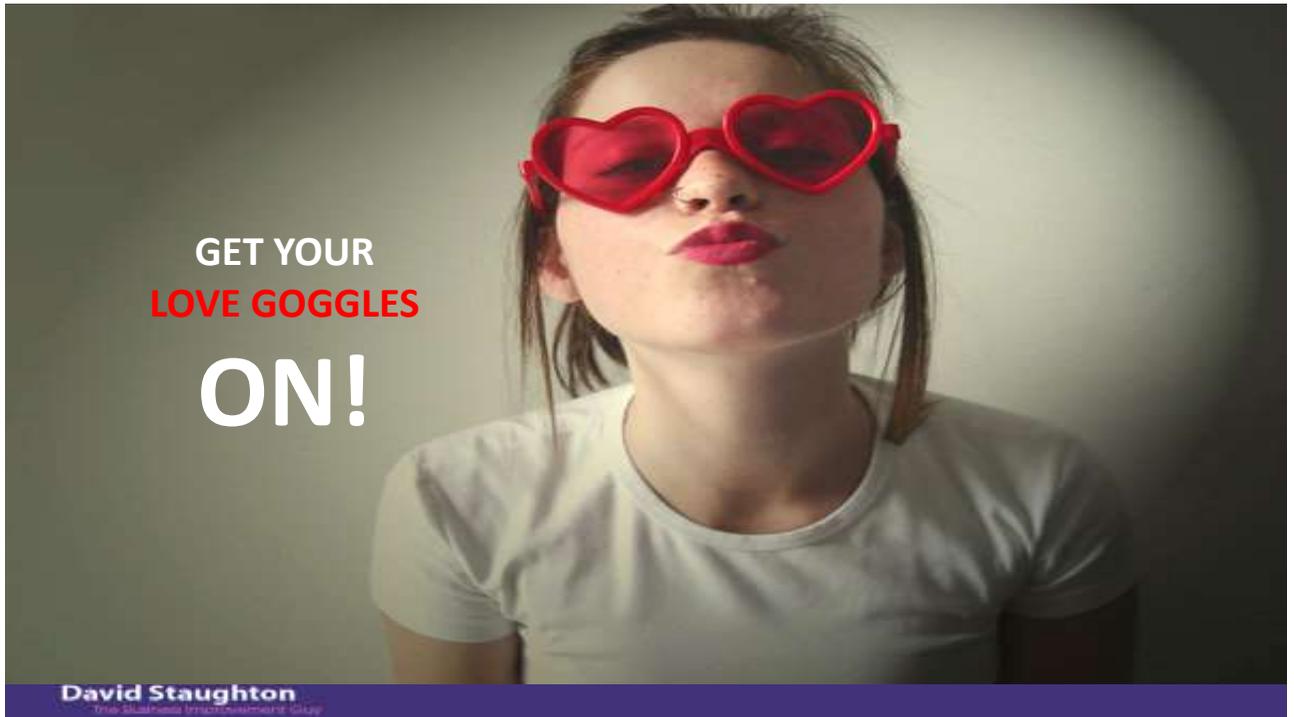
## Assess Your team!

Relationship, Morale, Ability, Results

## ENGAGING YOUR TEAM







69

## GROUP ACTIVITY-

WCMO – What Cheeses Me Off ?

**WHIRL – What I Really Like at Work**

David Staughton  
The Business Improvement Guy

70

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



David Staughton  
The Business Improvement Guy

71

## MY EARLY RECRUITING STRATEGY

# FFF

Family, Fools & Friends

David Staughton  
The Business Improvement Guy

72

NEXT RECRUITING STRATEGY

# WBR

Warm Body Recruitment

David Staughton  
The Strategic Recruitment Guy

73



74

## FOUND A BUSINESS MENTOR



**Tony Eldred**  
Hospitality Management Consultant



David Staughton  
The Business Improvement Guy

75

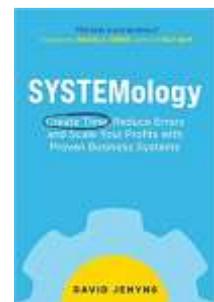
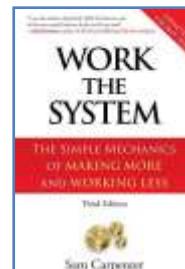
## BUILD SYSTEMS to avoid the Guessing Game



Do you have a SYSTEMS problem?

### Develop More SYSTEMS

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



David Staughton  
The Business Improvement Guy

76

**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

77



78



79

## Be 100% CUSTOMER FOCUSSED

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



David Staughton  
The Business Improvement Guy

80

# RECRUITING IDEAS

David Staughton  
The Business Improvement Guy

81

## NEXT RECRUITING STRATEGY

MMM

Marriage / Mortgage / Midgets

David Staughton  
The Business Improvement Guy

82

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

## **YOUR IDEAL EMPLOYEE**

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

## **Group Brainstorm**

## ADMIN & MARKETING HELP!

FIND A YOUNGISH TECH SAVVY PERSON!

[www.upwork.com](http://www.upwork.com) for  
Tasks

[www.wrkpod.com](http://www.wrkpod.com) for  
a fulltime VA in Phillipines  
- \$US10,000 p.a.

Download a list of 160 VA Tasks



David Staughton  
The Business Implementation Guy

85

## 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”

David Staughton  
The Business Implementation Guy

86

# STAFF PERFORMANCE

ENGAGEMENT, INCENTIVES & RECOGNITION IDEAS

David Staughton  
The Business Improvement Guy

87

**YOUR LEADERSHIP BEHAVIOUR REALLY COUNTS**



David Staughton  
The Business Improvement Guy

88

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

**Or a GREAT Sports Team Coach?**

**EXERCISE: BEST BEHAVIOURS**

LIST THE

**CHARACTERISTICS**

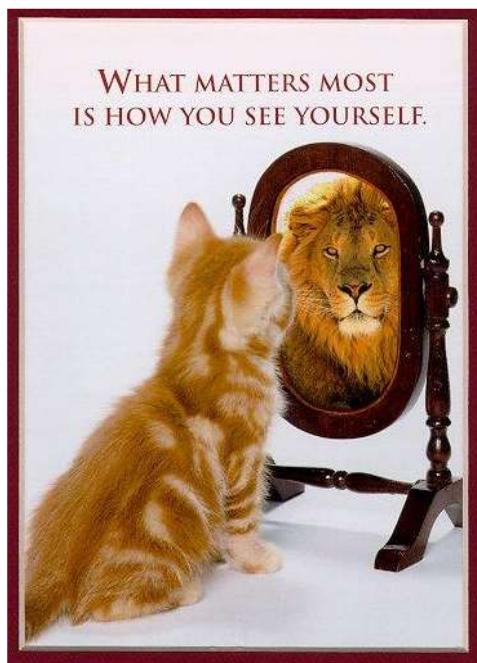
of the BEST TEACHERS, COACHES  
SUPERVISORS & MANAGERS you've known

## 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

David Staughton  
The Business Implementation Guy

91



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

David Staughton  
The Business Implementation Guy

92

## MANY THEORIES ON MOTIVATION

HOW DO YOU MOTIVATE PEOPLE TO  
CHANGE THEIR BEHAVIOR ?

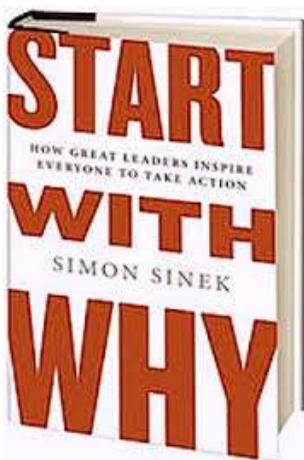
HOW DO YOU MOTIVATE PEOPLE  
BEYOND THEIR COMFORT ZONE ?



David Stoughton  
The Business Illustrationist's Guild

93

## BIGGEST MOTIVATOR = WHY? = VMV



WORK ON YOUR

- VISION
- MISSION
- VALUES

David Stoughton  
The Business Illustrationist's Guild

94

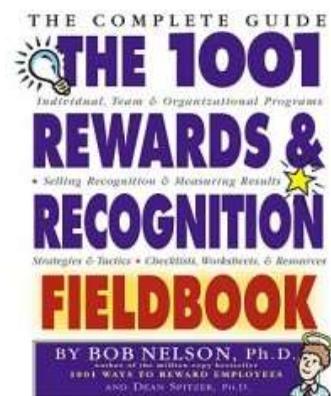


David Staughton  
The Business Improvement Guy

95

## REWARD ANY IMPROVEMENT

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

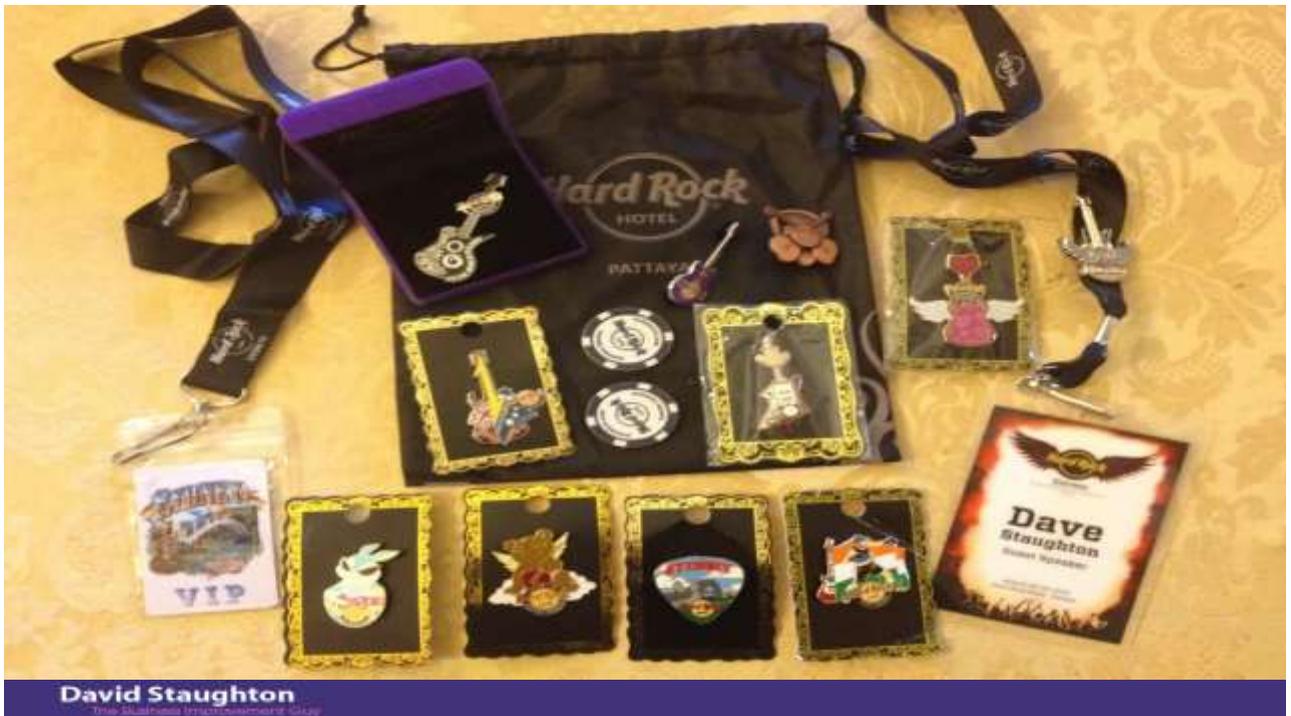


David Staughton  
The Business Improvement Guy

96



97



98

### STAFF INCENTIVE FAIL



David Staughton  
The Business Measurement Guy

99

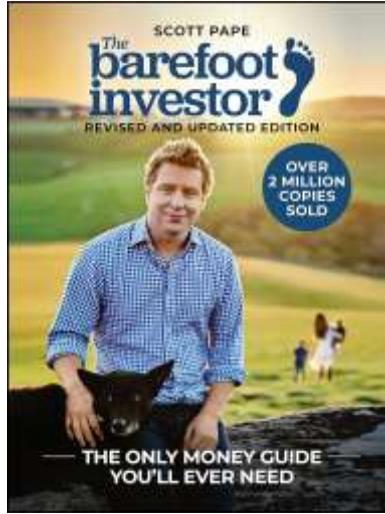
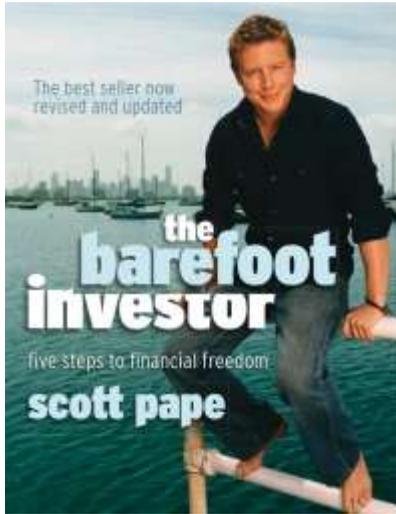
**"What gets  
celebrated  
gets achieved"**



**Celebrate Success**

David Staughton  
The Business Measurement Guy

100



Teach your  
TEAM  
**Financial  
Literacy**

David Staughton  
The Business Improvement Guy

101

## TEAM COMMUNICATION

David Staughton  
The Business Improvement Guy

102

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

**Ask not Tell**



**David Staughton**  
The Business Improvement Guy

103

**“Avoid ‘yep,yep,yep’ syndrome”**



**Less Talk More Listen**

**David Staughton**  
The Business Improvement Guy

104

## 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?”*

**Stop TELLING –  
Start ASKING**

- *“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”*

**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



David Staughton  
The Business Improvement Guy

107

### **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??*

David Staughton  
The Business Improvement Guy

108

## GIVING BETTER FEEDBACK



- Specific
- Truthful
- Original
- Recent
- Energetic

David Staughton  
The Business Improvement Guy

109



**BALLOON  
EXERCISE**

**INFLATE  
your team with  
HOT AIR!**

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

David Staughton  
The Business Improvement Guy

110

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

**Set clear Outcomes**



**David Staughton**  
The Business Improvement Guy

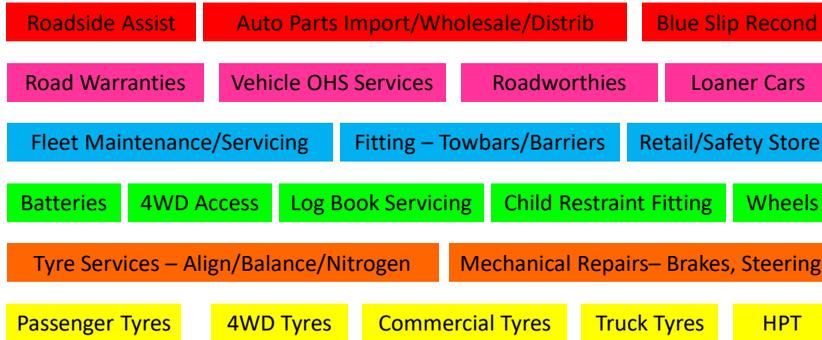
111

**GROW REVENUE \$\$**

**David Staughton**  
The Business Improvement Guy

112

## PROFIT MODULES FOR A TYRE BUSINESS



## 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

## 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 – Membership model – Sales / sqm<sup>2</sup>
- Stock Clearance plan – its not a museum
- Open to Buy
- Retail displays and merchandising
- Partnerships & Brand Activations
- Product Sheets – What Who, Why, FAQs, Combos

David Staughton  
The Ultimate Merchandising Guy

115

## GETTING YOUR TEAM TO SELL MORE!



116

## 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!

David Staughton  
The Business Implementation Guy

117

## 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**

David Staughton  
The Business Implementation Guy

118

## TOP TIPS FOR SELLING MORE WHEELS

- ✓ Passion for Wheels
- ✓ External Signs
- ✓ Webmarketing for Wheels
- ✓ Use Wheel Images
- ✓ Wheel Displays
- ✓ Online Directories
- ✓ Alliances – Car Dealers
- ✓ Focus on Ugly Vehicles



David Staughton  
The Ultimate Franchisee's Guy

119

## MILLION DOLLAR PRACTICE & TRAINING!

Train Your Team



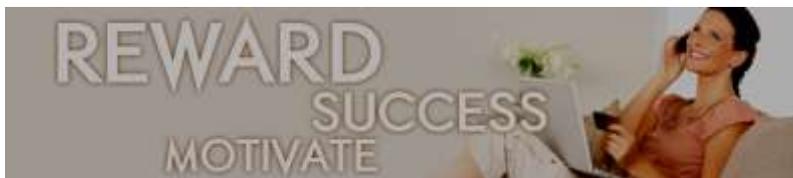
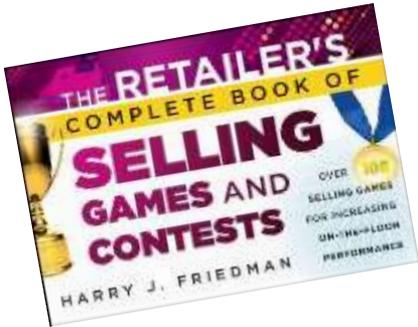
USE INCENTIVES to CHANGE

120



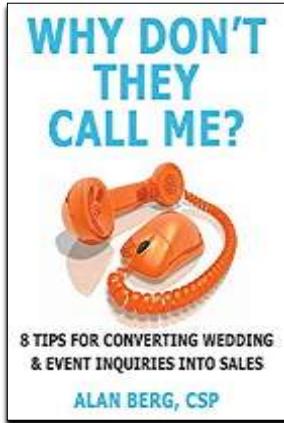
121

## SALES INCENTIVES – Target & Bonus

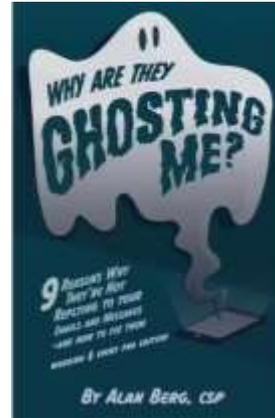


122

## 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**



David Staughton  
The Strategic Entrepreneur's Guy

123

## CONVERTING MORE LEADS



Mindset	Cred
Skills	Pipeline

124

# 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

David Staughton  
The Business Improvement Guy

125

## HOW TO GET MORE REPEATS & REFERRALS

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

David Staughton  
The Business Improvement Guy

126

## YOUR LOVE LIST – Who Loves you?

### Turn One Customer Into Many More!



## IMPROVING EFFICIENCY

### Tyre Change Video

[https://www.youtube.com/watch?v=PvcVvwKtk5Q&list=PLgabrno3agrUzNUS2A1DzwzYNV\\_U91-OU&index=13](https://www.youtube.com/watch?v=PvcVvwKtk5Q&list=PLgabrno3agrUzNUS2A1DzwzYNV_U91-OU&index=13)

## DO HIGH DOLLAR \$\$ TASKS

<b>WORKSHOP</b> \$/hr	<b>SELLING &amp; MARKETING</b> \$\$/hr	<b>MANAGING PEOPLE &amp; BIZ</b> \$\$\$ /hr
<b>Doing the Work</b>	<b>Getting the Work</b>	<b>Helping others to do the work</b>
Tyres Wheels Brakes Suspension Alignments Wheel fitting Cleaning up	Phone Sales Counter Sales Customer Service Local Marketing Relationships Web Content Webmarketing	Recruiting Systemising Coaching Training <b>Buying</b> <b>Dealmaking</b>

## 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

# TIME TIPS

David Staughton  
The Business Improvement Guy

131

## 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

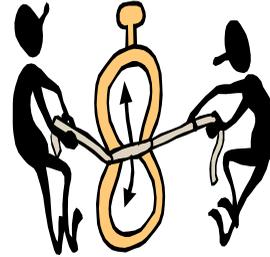
David Staughton  
The Business Improvement Guy

132

## 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...



David Staughton  
The Business Improvement Guy

135



### The 80/20 Principle Find the Vital few

WORK TASKS  
ACTIVITIES  
STAFF  
PRODUCTS  
CUSTOMERS  
SUPPLIERS  
FRIENDS

Vilfredo Pareto

David Staughton  
The Business Improvement Guy

136

# THE LIST OF USEFUL LISTS

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

David Staughton  
The Business Implementation Guy

137

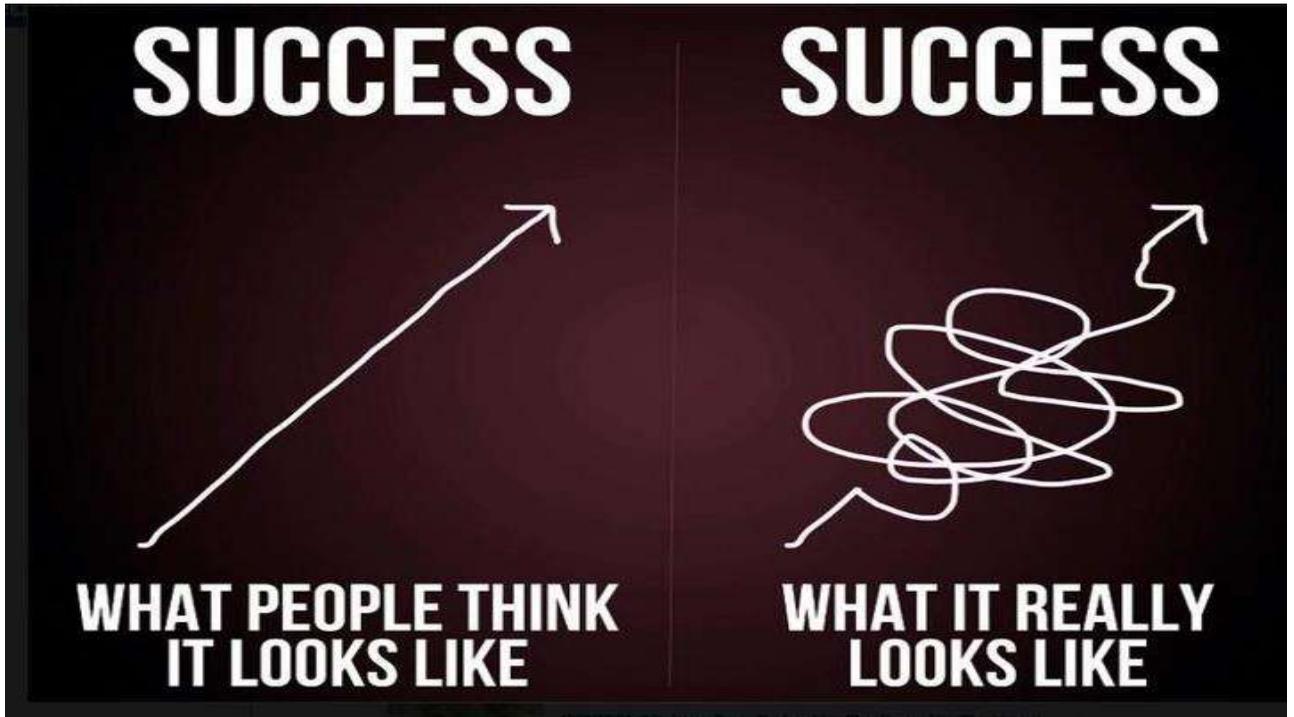
## TOP TEN TIME TIPS

### TEN TOP TIME TIPS

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

David Staughton  
The Business Implementation Guy

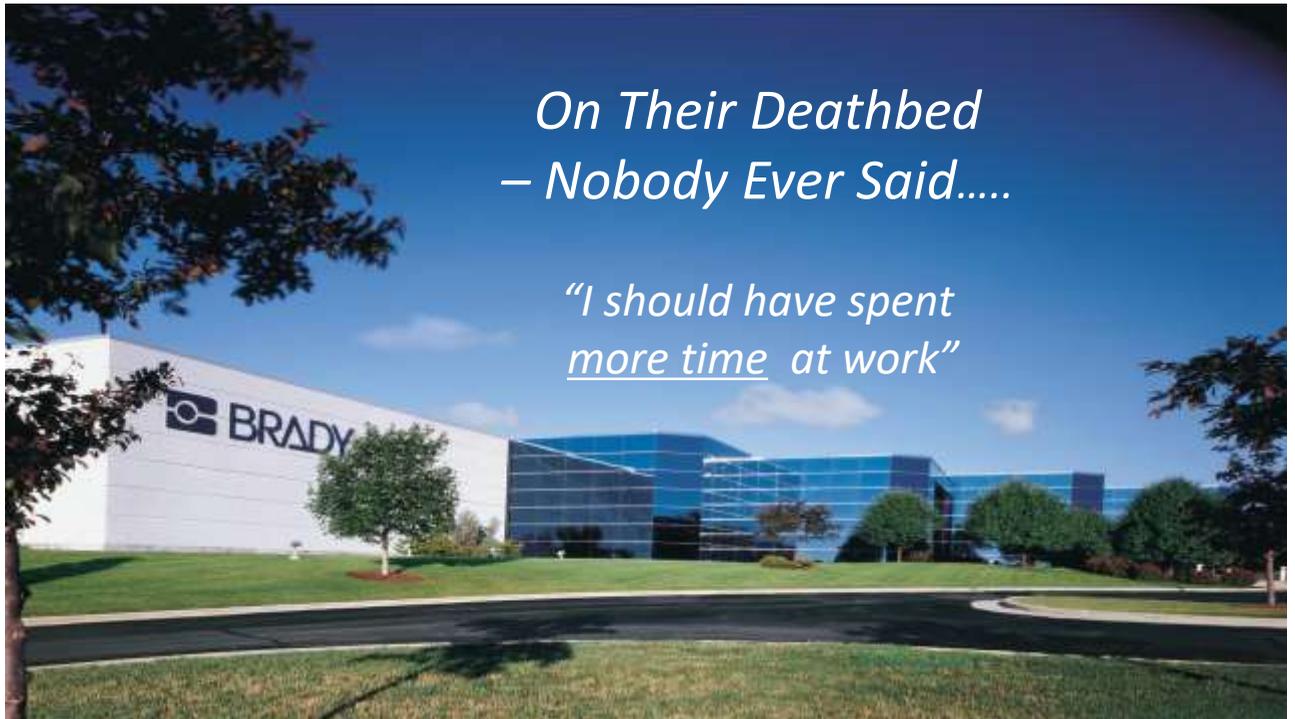
138



139



140



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

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

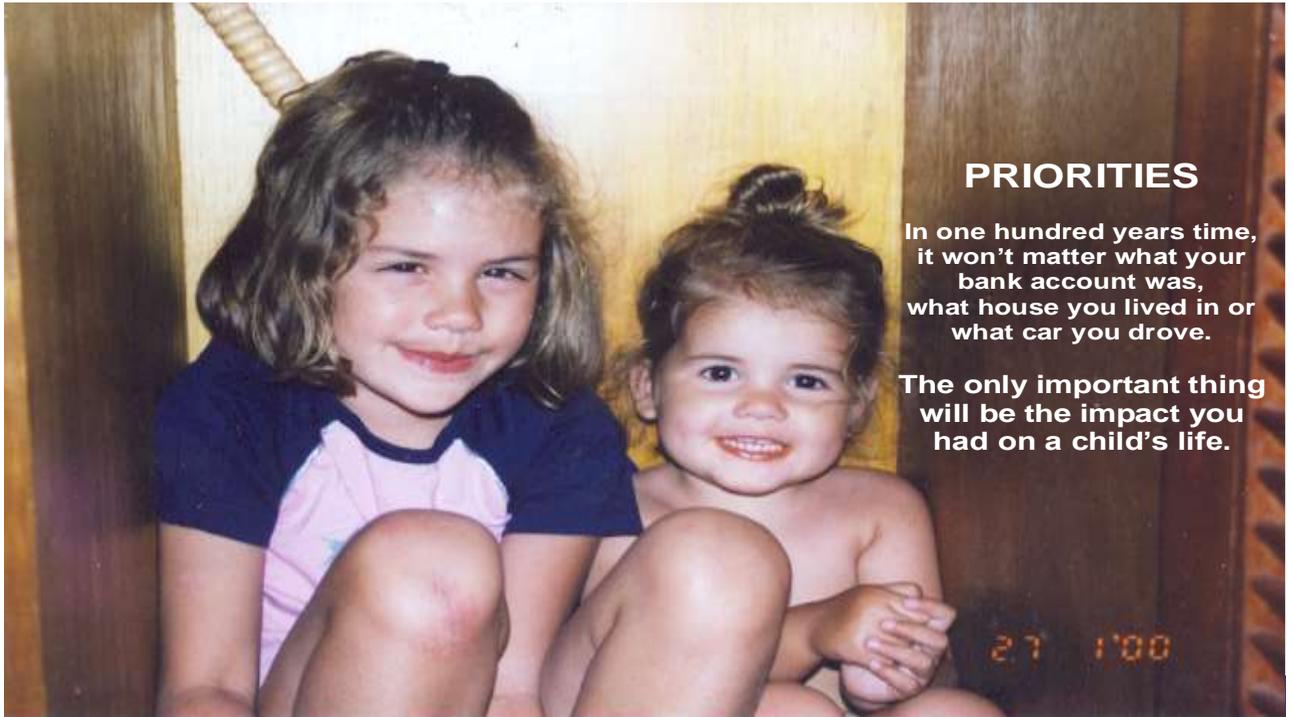
141



**Spend More Time With The Family & Travelling**

*“NZ - Best Holiday EVER!”*

142

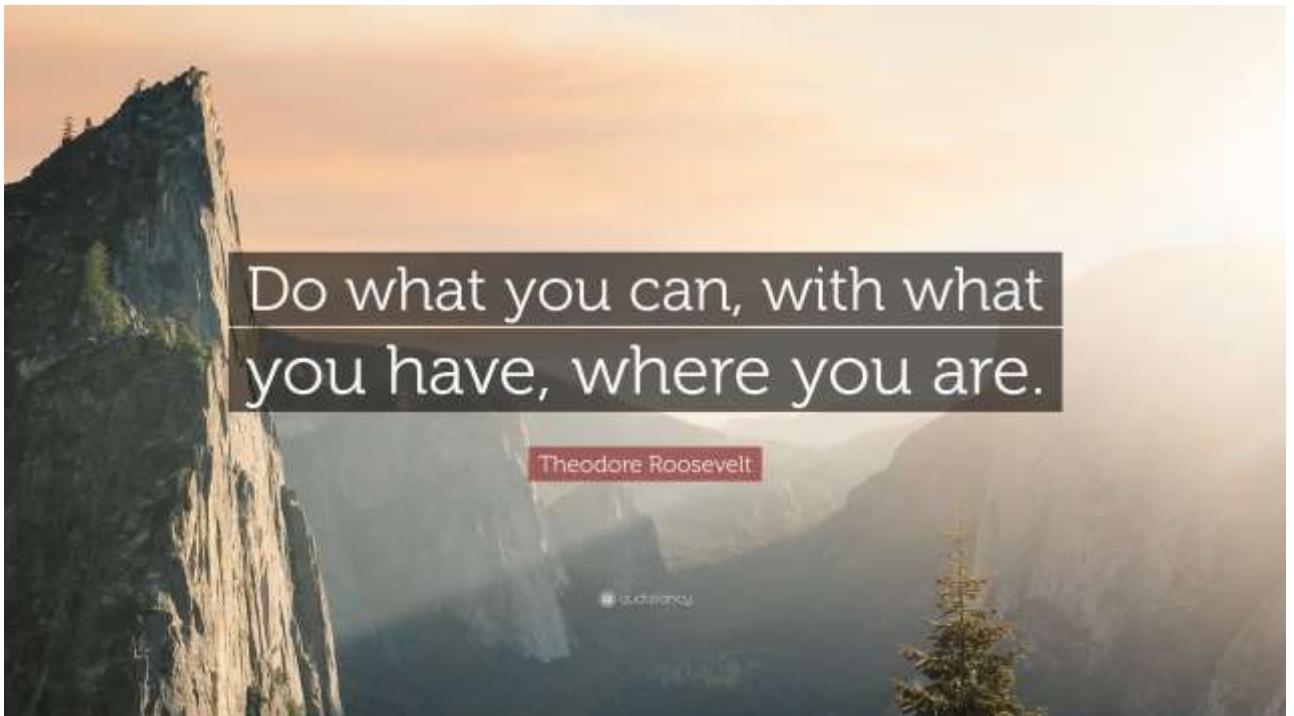


## PRIORITIES

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.

143



144

## MORE RESOURCES FROM DAVE



[www.specialistpracticeexcellence.com.au/tyrepower](http://www.specialistpracticeexcellence.com.au/tyrepower)

## WRAP UP & ACTIONS

## REVIEW YOUR ACTION SHEET

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

David Staughton  
The Specialist Practitioner's Guy

147

## CONNECTING WITH DAVE



[www.davidstaughton.com.au](http://www.davidstaughton.com.au)  
[www.speakeradvisor.com.au](http://www.speakeradvisor.com.au)  
[david@davidstaughton.com.au](mailto:david@davidstaughton.com.au)



[DavidStaughton](#)

[DavidStaughtonSpeaker](#)

[@DavidStaughton](#)

[DavidStaughton](#)

[DavidStaughton](#)

WANT SOME HELP? – Call me on 0408 375100

148

# GAME

## LET'S MAKE A DEAL – Buying & Selling

David Staughton  
The Business Entrepreneur's Guy

149

### 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

David Staughton  
The Business Entrepreneur's Guy

150

## BREATHING EXERCISE

### EXERCISE:

Hold Your Breath



David Staughton  
The Business Improvement Guy

151

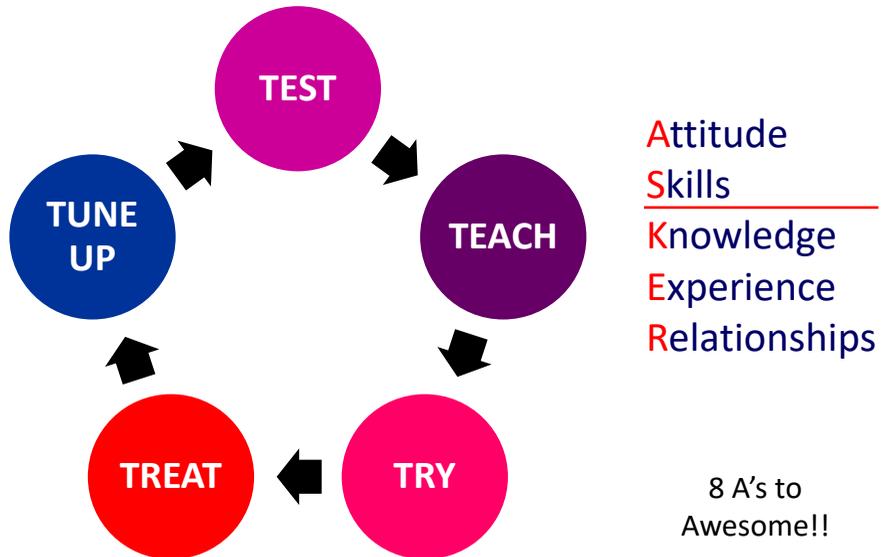
## COACHING for HIGH PERFORMANCE

- ✓ 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

David Staughton  
The Business Improvement Guy

152

## TEAM IMPROVEMENT CYCLE - CANI



David Staughton  
The Business Improvement Guy

153

## SMARKETING = SALES + MARKETING

1	Train Your Service & Sales PEOPLE on Enquiry CONVERSION & UPSELLING (Phone, Email, In Person, Chat)
2	SEEK GREAT FEEDBACK - Online Reviews and Reputation
3	Superb WEBSITE - Videos, Blog, CRM/ENews
4	Awesome SEO – Google Ranking, Linking, PR, Local SEO / GBP
5	Effective SEM – Google Adwords, Facebook Ads
6	CHAT - ChatBot & FB messenger – 24/7 response
7	SOCIAL POSTS on Channels – FB, Insta, LinkedIn, TikTok
8	Other LOCAL ADVERTISING & ALLIANCES – testing what works

David Staughton  
The Business Improvement Guy

154