



**Bill Robertson Toyota**



# **Sales Team Training**

January 2024 - December 2024

## **Well team, it has been another amazing year.**

Thank you for again being an amazing team to work with, and thank you for your energy, enthusiasm and contribution to our fantastic sessions during 2024. You have achieved some great results this year, as you will see on the following pages of this workbook. The TGG team are grateful to be working with such an amazing organisation and amazing team, and we wish you all the very best for the festive season, and into the New Year.

I sincerely hope you were able to achieve your learning and growth and contribution goals during 2024.





# BRT SALES TEAM - 2024 VISION

## 'Let's TALK About It'

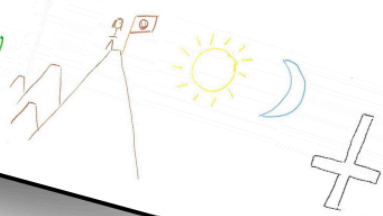
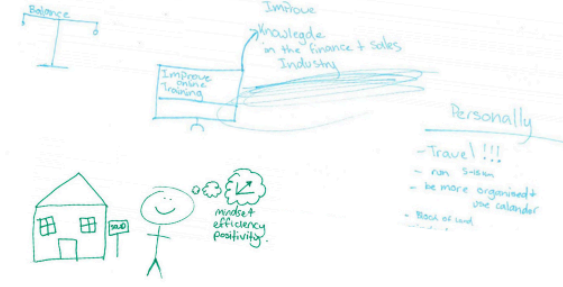


Calmness



# EASY!

## STOCK



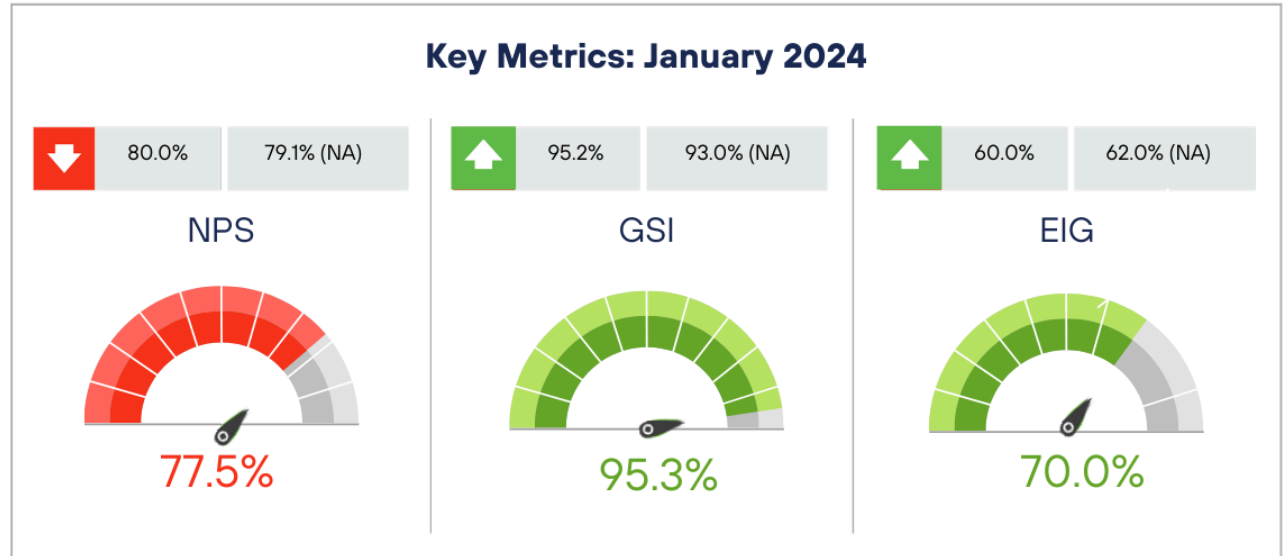
## We Love Locals





“A friend of mine tells me that I talk in shorthand and then smudge it.” – J. R. R. Tolkien

# 'Let's TALK About It'



If you find yourself in a particular moment of your life or career in which important and complex decisions need to be made, having a personal vision statement can be a compass for you. It will remind you of your inner qualities, values, and purposes that will help you identify the best path for you.

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# 'Let's TALK About It'



“Quality is not an act, but a habit.” – Aristotle

“What does quality mean?”

### Dictionary

Definitions from Oxford Languages · Learn more

### quality

/ˈkwɒlɪti/

noun

- 1. the standard of something as measured against other things of a similar kind; the degree of excellence of something.  
"an improvement in product quality"

Similar: standard grade class classification calibre status condition

- 2. a distinctive attribute or characteristic possessed by someone or something.  
"he shows strong leadership qualities"

Similar: feature trait attribute characteristic point aspect facet

adjective **INFORMAL**

of good quality; excellent.  
"he's a quality player"

### Key Metrics: February 2024



NPS



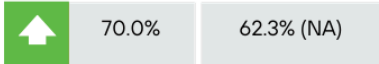
83.3%



GSI



92.8%



EIG



88.9%

### What is best definition of quality?

Quality can be defined as **conformance to specifications**. The degree to which a product meets the design specifications offering a satisfaction factor that fulfils all the expectations that a customer wants.

Automotive manufacturing Quality Control ensures that vehicles are free of defects and operational issues. The process usually involves putting vehicles through rigorous testing routines to achieve excellent engineering, safety, and comfort for the end-user. 9 June 2021

WorkClout  
<https://www.workclout.com/blog/the-role-of-quality-...>

### The Role Of Quality Control In Automotive Manufacturing

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# 'Let's TALK About It'

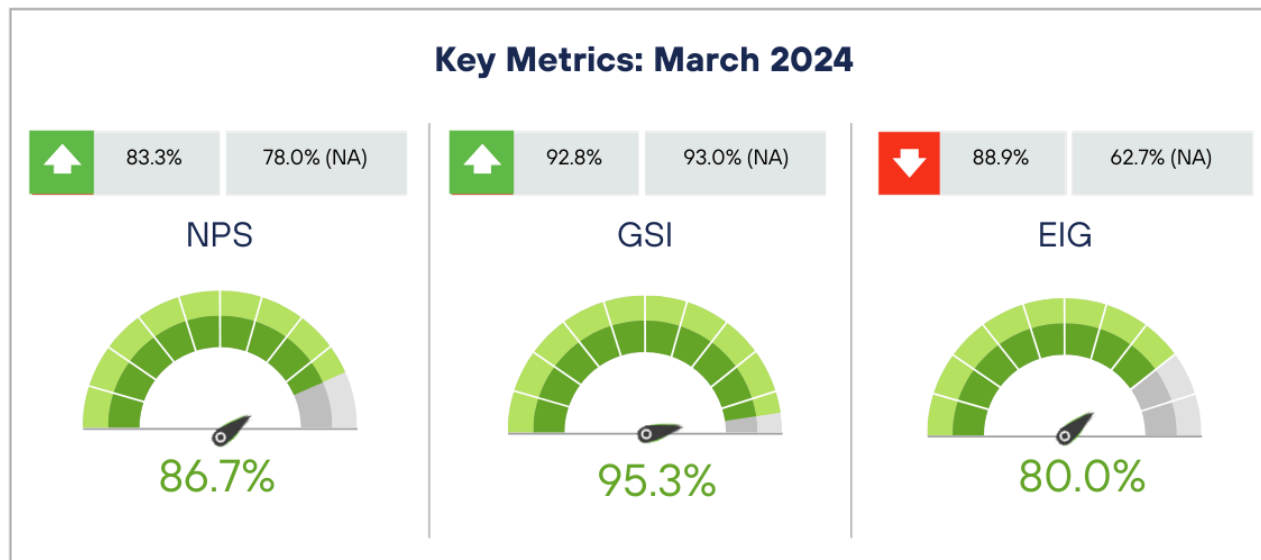
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“Go out, talk to people, listen to people,” she says. “And, most importantly, be prepared to be amazed.”

– Celeste Headlee

When your job hinges on how well you talk to people, you learn a lot about how to have conversations -- and that most of us don't converse very well.

Celeste Headlee has worked as a radio host for decades, and she knows the ingredients of a great conversation: Honesty, brevity, clarity and a healthy amount of listening. In this insightful talk, she shares 10 useful rules for having better conversations.



*"There is no reason to show that you are paying attention if in fact, you are actually paying attention."*

10 ways to have a better conversation

29,548,503 views | Celeste Headlee | TEDxCreativeCoast • May 2015

<https://www.youtube.com/watch?v=R1vskiVDwI4>

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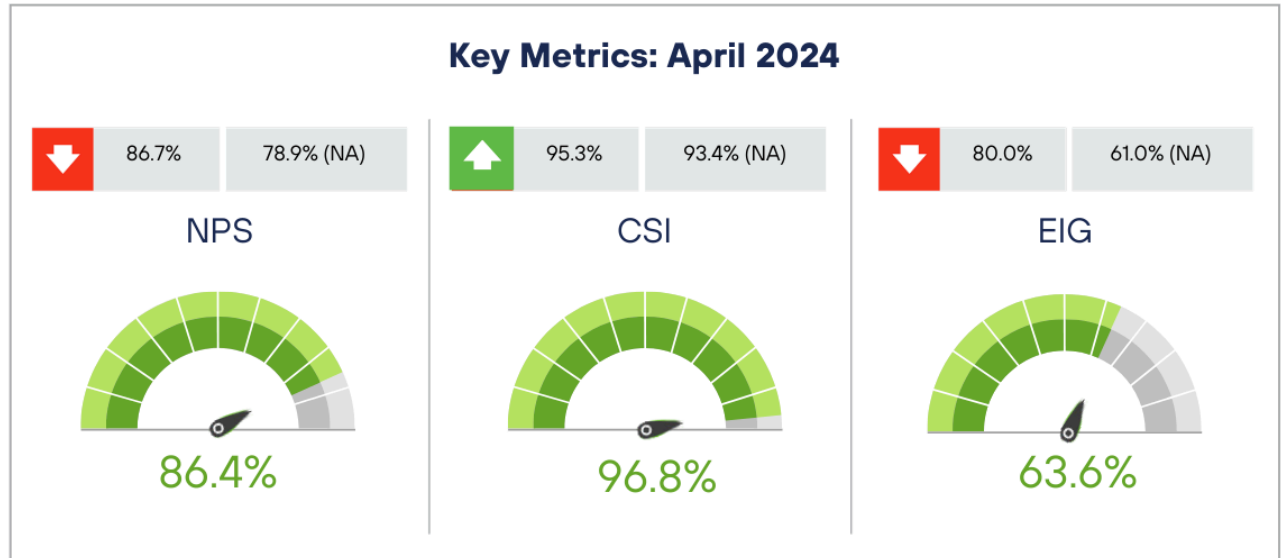


# 'Let's TALK About It'

“

“It always seems impossible, until it is done.”

– Nelson Mandela



What would you like to say to the team, or to an individual in your team, to congratulate them on the success that you have all achieved?

**Self Talk:** How could you say more of that to yourself?

<https://bit.ly/3xp7Kol>

**Self Talk:** What is it, and why is it important?

<https://www.nature.com/articles/s41598-021-94328-9.pdf>

**Self Talk:** The one thing:

<https://bit.ly/49oj0Pm>



Be your own coach, be your own consultant, and when things don't go well, think of how you would be coaching someone else who was having the same challenges and use that strategy on yourself

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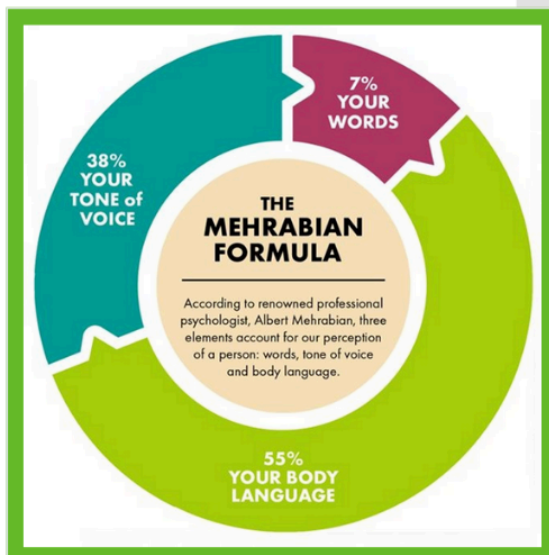
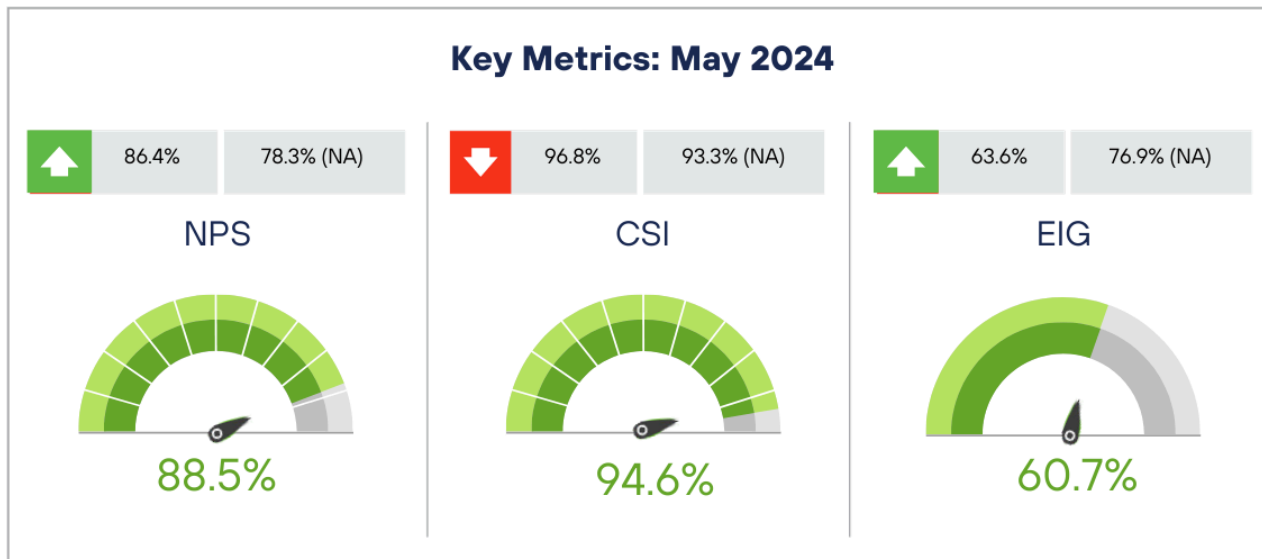


# 'Let's TALK About It'



“Body language can also provide insight into a person’s emotional condition.”

– University of Texas



It turns out that the above formula was developed with a specific purpose in mind: comparing facial and vocal components to decipher a person’s attitude. According to Mehrabian, “When there are inconsistencies between attitudes communicated verbally and posturally, the postural component should dominate in determining the total attitude that is inferred.” Is 90% of communication nonverbal? No, information is conveyed verbally, but in a face-to-face conversation, body language and facial expressions can have an incredible impact on how information is interpreted.

Credit: <https://bit.ly/3WLZWbp>  
<https://bit.ly/4aa4LOB>  
<https://bit.ly/3yhizcE>

**The 3 things**

- Context
- Clusters
- Congruence

**The basics:**

- Facial
- Recognition
- Emotions

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# 'Let's TALK About It'

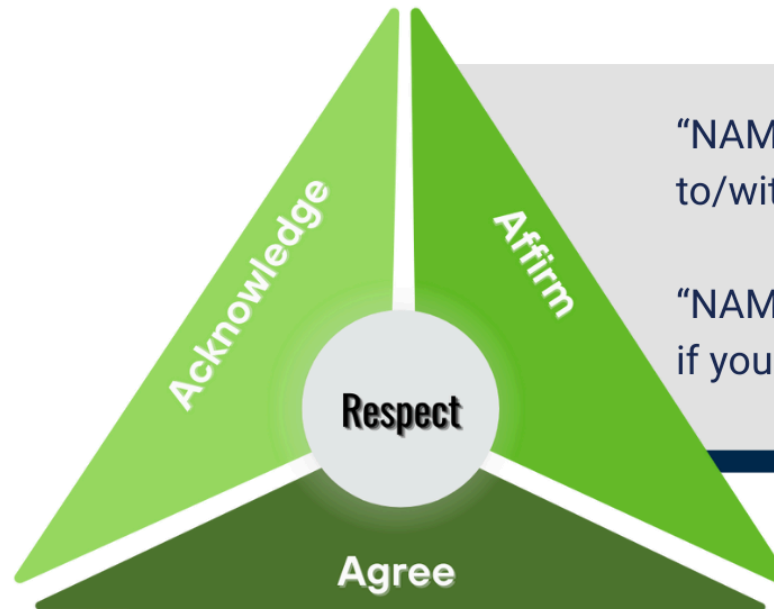
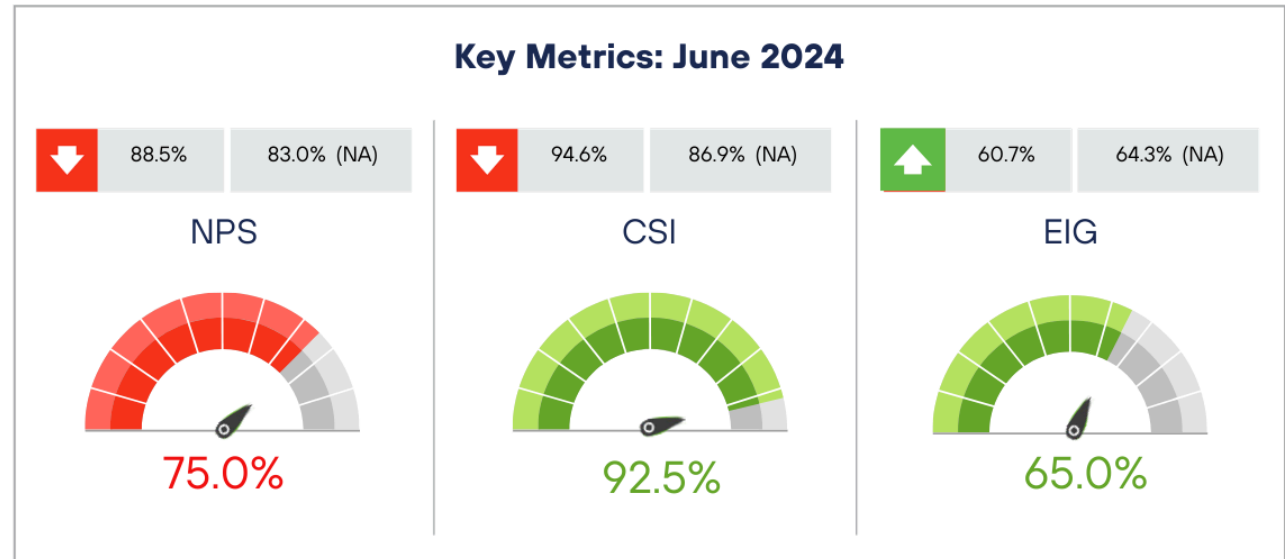


“People are respectable only as they respect.”

– Ralph Waldo Emerson

## June: Respect

- It is not 'Us and Them'
- Why and how should we respect our customers
- Reflect and process information positively – with tact



“NAME, I would like to support you to/with x ...”

“NAME, I would like to support you if you would like the support ...”

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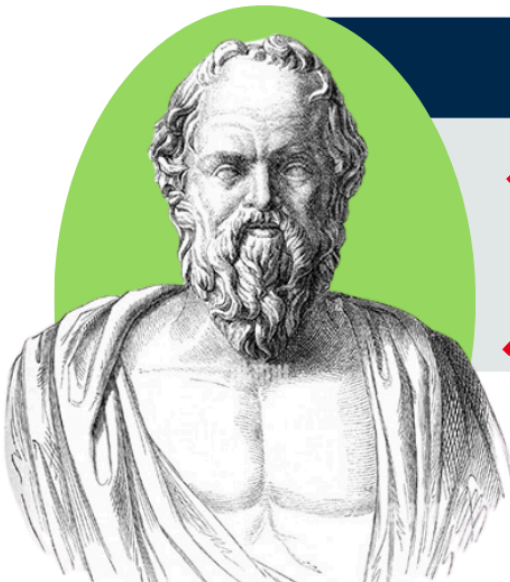
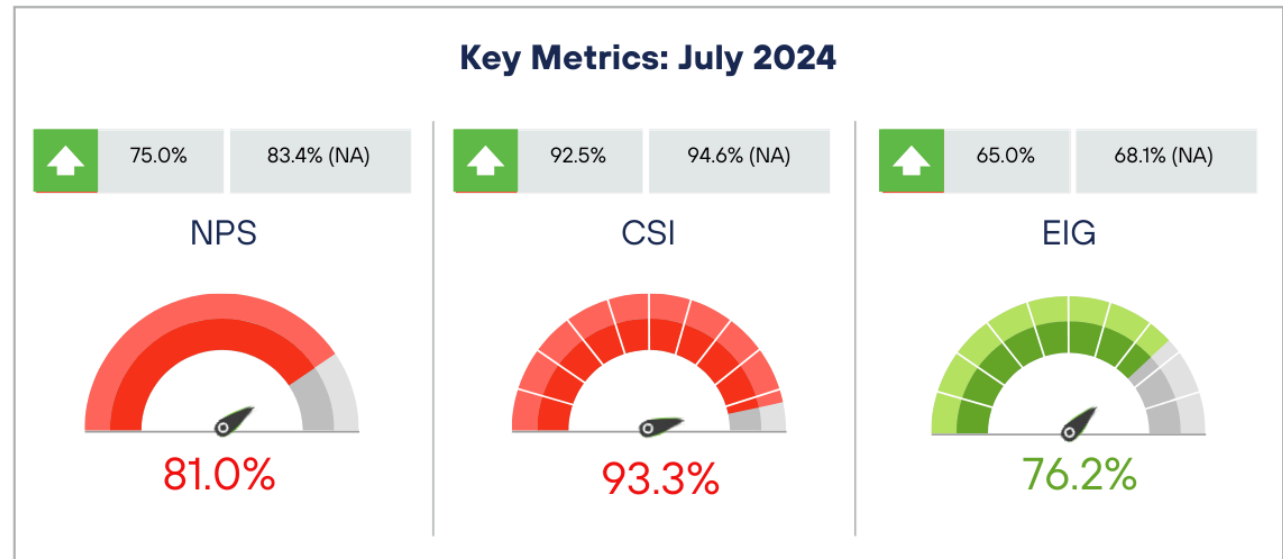


# 'Let's TALK About It'

“

“Being Easy to Work With is the Single Most Underrated Career Skill.”

– Jessica Donahue



## Values – We share Toyota’s core values being:



### Easy and Enjoyable

- Everything we do, both for our customers and internally for ourselves and our coworker is undertaken with the mindset of being an easy and enjoyable experience for all.

**WHAT?**

**HOW?**

**NOW?**

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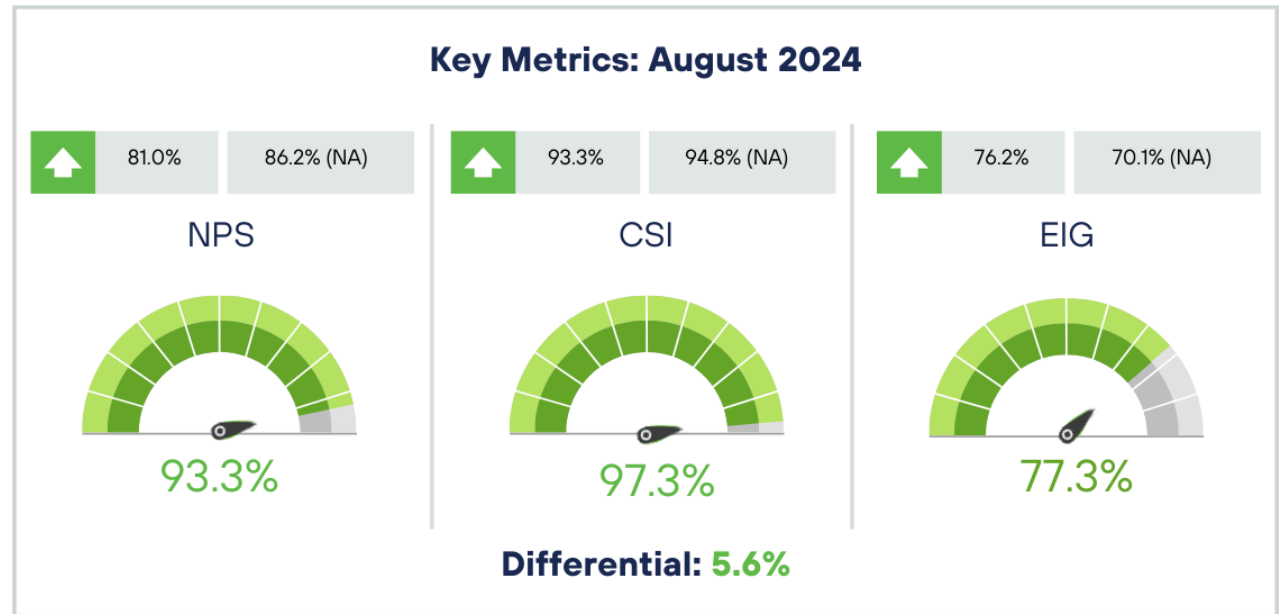


# 'Let's TALK About It'



“Being Easy to Work With is the Single Most Underrated Career Skill.”

– Jessica Donahue



## Respect



- I will always practice safe behaviours in everything I do.
- I will be honest and courteous at all times.
- I will always be transparent and treat all Customers with empathy and integrity.



WHAT?

HOW?

NOW?

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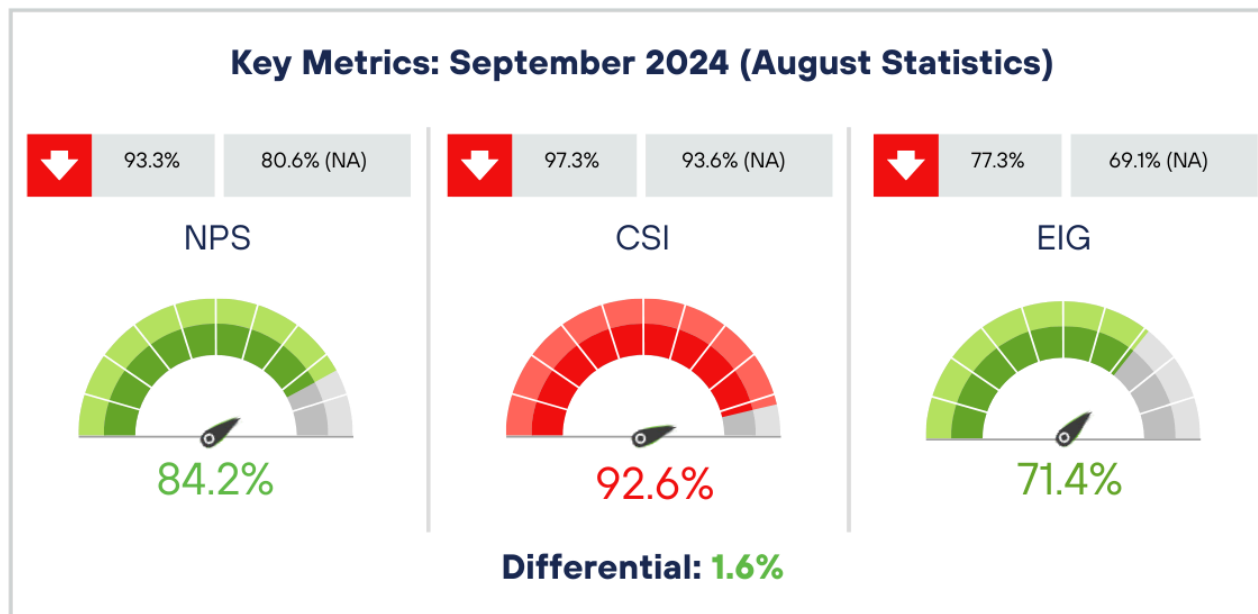


# 'Let's TALK About It'



“Most of life is showing up. You do the best you can, which varies from day to day.”

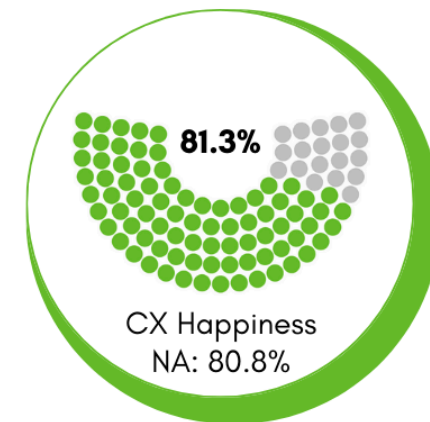
– Regina Brett



## On Show



- I will be welcoming, happy and enthusiastic from the heart with all Customers.
- I will stay in character and perform my role with all Customers.
- I will ensure my work area is ready at all times to be on show.
- I will practice situational awareness.



**WHAT?**

**HOW?**

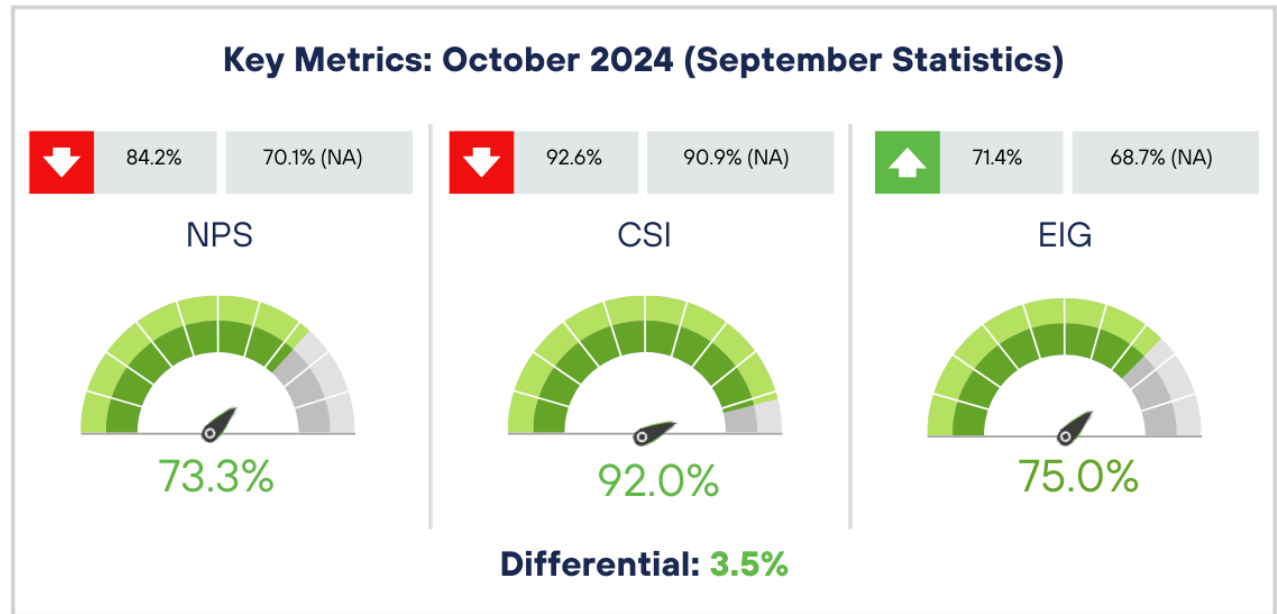
**NOW?**

# 'Let's TALK About It'



“Most of life is showing up. You do the best you can, which varies from day to day.”

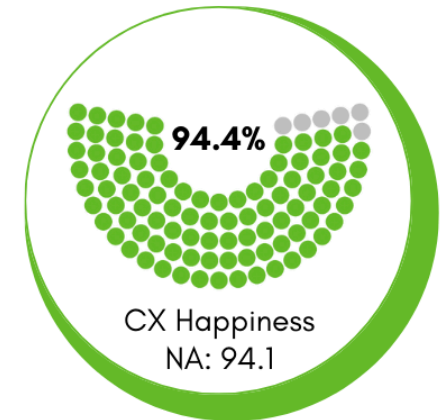
– Regina Brett



## Professional



- I will be consistent and committed to all communication with all Customers.
- I will train consistently to ensure my skills and knowledge of product and technology are at the highest level.
- I will take ownership in the resolution of all Customer and concerns.
- I will implement the 5-metre rule.



**WHAT?**

**HOW?**

**NOW?**

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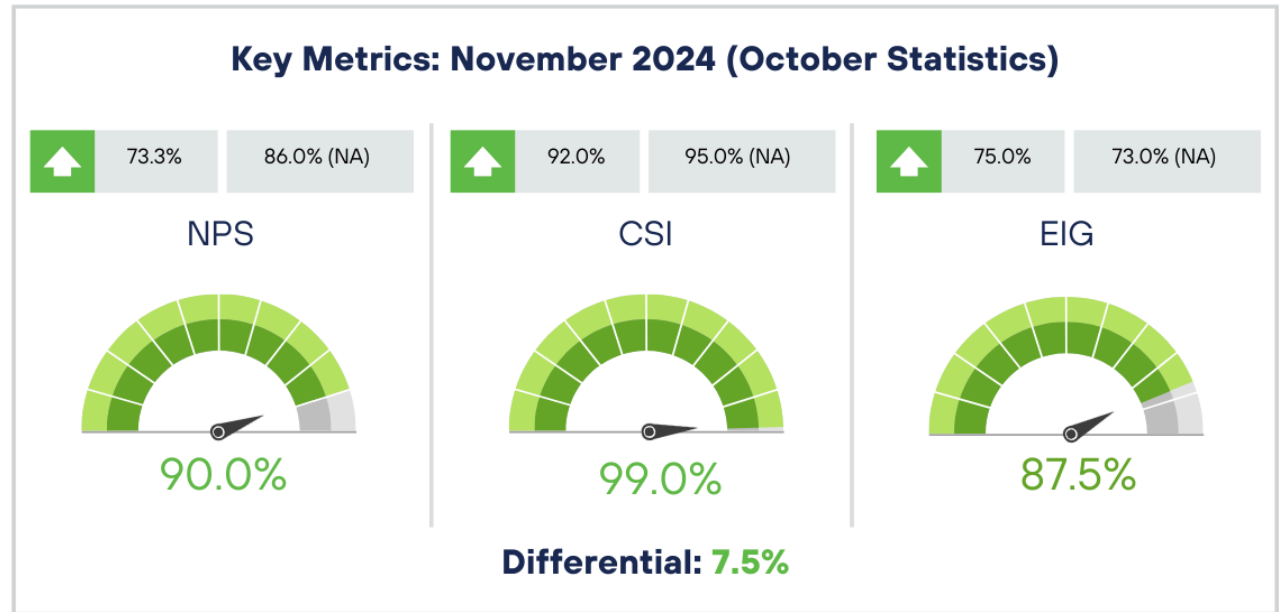


# 'Let's TALK About It'

“

“While you can think in terms of efficiency in dealing with time, a principle-centered person thinks in terms of effectiveness in dealing with people.”

– Stephen Covey



## Efficient



- I will ensure efficient and seamless process for all Customer interactions.
- I will ensure complete and accurate reporting of all Customer wants and needs.
- I will use my time and resources wisely.



**WHAT?**

**HOW?**

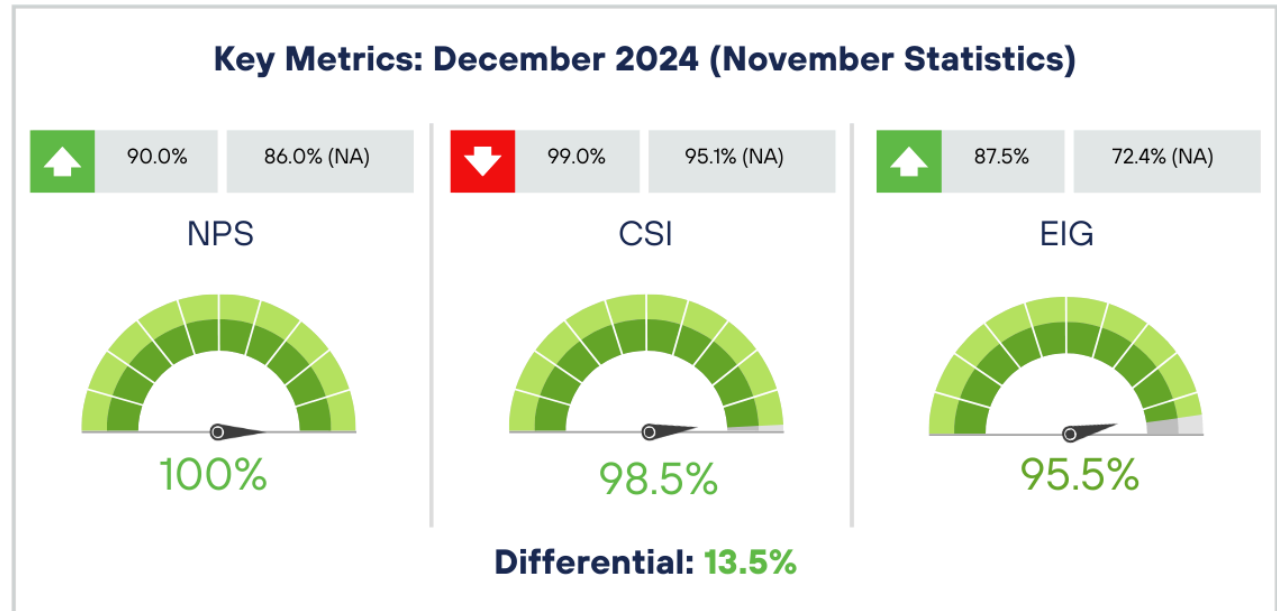
**NOW?**

# 'Let's TALK About It'

“

“The message of the Kaizen strategy is that not a day should go by without some kind of improvement being made somewhere in the company”

– Masaaki Imai



## Continuous Improvement



- I will realise the current situation and understand the opportunities for improvement.
- I will standardise my process flow and continually train for consistency.
- I will visualise current processes against our objectives by identifying opportunities for improvement.
- I will seek to optimise my performance through continuous improvement and consistency.



**WHAT?**

**HOW?**

**NOW?**

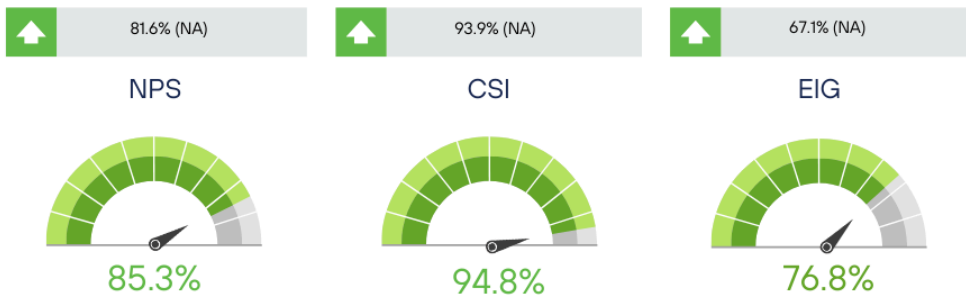


# 'Let's TALK About It'

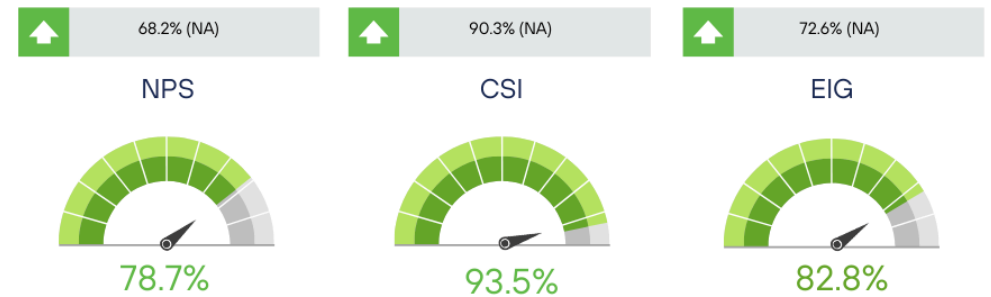
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“How did we go this year”  
– Anton Guinea

## Key Metrics: Sales Team 2024



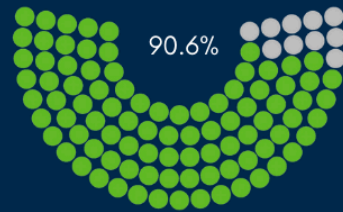
## Key Metrics: Service Team 2024



## CX Happiness

# 90.6%

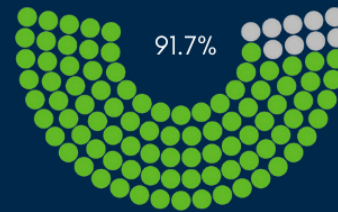
NA: 81.2%



## CX Happiness

# 91.7%

NA: 66.2%





The biggest things that I learnt this year include:

A large, empty rectangular box with a thin black border, intended for the user to write their biggest learnings from the year.







## ANY QUESTIONS? WE'RE HERE TO HELP

We exist to support leaders to upgrade their mindset, upskill their leadership, and uplift their teams, to create psychologically safe and high performing teams!

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+61 422 058 736

[theteam@theguineagroup.com.au](mailto:theteam@theguineagroup.com.au)

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