

# BDC Action Plan

Student Name: Jake Belcher

Class & Student Number: N 330-13

Academy Week (Var II): May 14th-18th

Current situation or challenge you want to address based on the Jennifer Suzuki Outline: At Suntrup Hyundai we have been able to set up appointments very well, but we have a major challenge with consistently getting a majority of these appointments actually showing up to our store.

Overall Objective and Specific Desired Results: Currently only 20% of our appointments actually show and we feel if we can get that number to 40-50%. Currently if we make 100 phone calls and 50% of those we set appointments, of which only 20% of those show and then we close 50% of those, we are only closing 5 deals per every 100 calls made. If we can increase our show percentage to 40% we will close another 5 deals per 100 phone calls.

Describe your action plan in detail (be specific and include before and after measurements): We will set up a new 2 part process to increase shows on our appointments. 1<sup>st</sup> the BDC reps will start setting and calling appointments as VIP Appointments with the sales manager so the customers feel better and more obligated to show up to these VIP appointments. 2<sup>nd</sup> we will have the sales managers call to confirm the appointments the morning of their scheduled appointments. We will have the sales manager check the customer into the showroom floor and put a note in if they mentioned VIP appointment to track that and then in our CRM we can see if the appointments were actually confirmed. We will make sure the sales managers call from company phone because all of our calls are recorded to spot check if we don't believe the results we are getting.

### Timeline:

Short Term Check Point Will be on 8/15/2018 and Long Term Check Point will be 10/15/2018 to ensure we have accountability and hitting our targets.

### Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences (PINO, Gain, Pain).  
Include timelines / Accountability / Monitoring process

BDC Director and Sales Manager at Hyundai South will meet via phone for 15 minutes every Monday morning to go over the previous weeks numbers. They will be able to talk about any positive or negatives from the current appointment setting processes.

## Dealer agreement:

If you need your sponsors support or approval to implement your plan, have it signed off before you start. If you can proceed on your own, present this action plan to your sponsor before next class. Describe the meeting:

**He likes the plan but stressed that the BDC director and myself need to hold each other and the BDC reps accountable for this action plan to be successful.**