

Departmental Action Plan Template

Edward Hoene

N331-35

Variable 2

Current situation or challenge you want to address based on the Jennifer Suzuki Outline: The challenge I would like to address is increasing our sales leads to appointment conversion percentage. We currently do not have a written procedure or word tracks to use. As a result, we have very inconsistent practices as staff members are kind of just doing what they think is right as opposed to using training methods that are proven to work.

Overall Objective and Specific Desired Results: The general manager and I are going to design word tracks that are specific to our high end clientele. We are going to make them for sales, service and parts. We are using the templates obtained from Jennifer Suzuki and modifying them for our specific needs. These will be complete by end of July 2018. Once they are complete copies will be distributed to our staff based on department for an initial read through. The staff will be given a day to make personal notes and or changes they would like and we will reconvene. The first meeting will be with the sales department staff. We will discuss ideas for changes and modifications as a group and finalize the final word track. We will do the same for service and parts in 2 separate meetings. I think it is best to involve the staff that will actually be using the word tracks. If the general manager and I do not agree with changes they would like to make we will override as long as we have good reason. Specific phone skills meeting will be set for all departments in addition to our regular meetings. These meetings will run exactly 20 minutes and will be held before start of business for each department. Sales will be Monday at 9:40am, service on Tuesday at 7:40am and parts on Wednesday at 7:40am. We will roll play and try to have fun with it. Our ultimate desired result in sales will be to increase our current appointment conversion rate in sales of 30 percent to 40 percent. Service and parts conversion rates are not currently monitored. This will be a future project for the general manager and myself.

Timeline:

We will measure our stores progress weekly, specifically through the sales department. As of right now, our conversion rate for phone ups vs. appointments is 32 percent. While we will focus on this measurement the most we will also track our appointment kept rate and sales. The general manager will keep a log on an excel file and together we will check the progress weekly. During the first manager meeting of every month, we will measure our progress month over month to track improvement. Our goal for August is to get our appointment rate to 32 percent and increase every month in 2 percentage point increments till the end of the year to hit our goal of 40 percent.

This training program starts at the end of July and I am excited to pass along some of the knowledge and skills I have learned at NADA training.
