

# Departmental Action Plan Template

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Class & Student Number: N331

Academy Week (Var II): June 18- 22, 2018 Week 5

## Current situation or challenge you want to address based on the Jennifer Suzuki Outline: (must be quantifiable)

Current BDC model for answering phones and setting appointments lacks structured scripts. The BDC department requires training and word tracks in order to improve performance. The BDC department is underperforming on lead to show close.

## Overall Objective and Specific Desired Results:

The overall objective is to create a more streamlined approach to our phone answering approach in order to set more appointments. We are looking train BDC in order to add value to setting the customer appointment and having the customer keep the appointment and arrive on time. With this training our objective is to have the representative have the customer gain interest in our dealership and our product line as well as gaining trust in the representative to further our lead to show percentage. We believe that this process will also lead to a higher closing percentage, better our CSI and add additional gross profit to the bottom line.

## Describe your action plan in detail (be specific and include before and after measurements)

We have mirrored an express pass program from our sister store that is designed to save the customer time and money. We believe that by asking all of the questions prior to the appointment and having the vehicle full of gas and frontline ready, there is a designated express pass area in which the vehicle is label with the customer's name as well as the time of their appointment. Now the vehicle is ready for spot delivery should we put a deal together. We will make sure that bdc coordinator that spoke with the prospect is available to greet the customer and then turn them over to a sales professional. The sales professional is informed of all of the transactions that occurred prior to the appointment, assuring that we have armed them with the knowledge to move forward without doing a second interview with the customer. Our BDC department currently has a 40% lead to show ratio and during the first two weeks of the program has been able to move the needle to 48%. The show to close ratio has moved from 27% to 39%. The same

time has only been a few weeks but our team is extremely optimistic that we can schedule an additional 21 appointments per month in the short term and be able to sell an additional 8 to 10 vehicles monthly.

## Timeline:

Describe specific short term and long term checkpoints to monitor progress

The progress of our new training program will be monitored by the GSM, Mike Brunina. The dealership has hired an experienced sales manager with 10 plus years of BDC and internet experience to manage the day to day operations of the department. There will be reporting reviewed on a weekly, monthly and quarterly basis. Training will be provided and we are currently looking into signing the BDC representatives as well as the manager with the Jennifer Suzuki's training.

## 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

- a. **Who:** BDC Representatives, Sales professionals and Sales Managers.
- b. **What:** The dealership has provided a strict phone script and an internet process as described above. This process will mirror our showroom sales processes.
- c. **By When:** We have begun part of the process and plan to have a fully mapped out process by July 1<sup>st</sup>, 2018
- d. **How:** Consult training follow up program with Jennifer Suzuki and have accountability by management to reinforce the new scripts and policies.

## 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:

We are able to proceed on our own and have had noticeable improvement in our numbers.

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