

Departmental Action Plan Template

Student Name: Donovan Fenton

Class & Student Number:332-21

Academy Week (Var II):

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

(Homework modules assigned)

We struggle sometimes with setting our appointments. If there are vehicles here that are sold we drop the ball trying to offer something different or providing more options. I would like to train the group better to enhance our appointment set ration.

Overall Objective and Specific Desired Results:

Our current appointment set ratio is 42% where as the top dealers are at 63%. I would like to get us up to at least 50% appoint set ration.

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

We use a company called CallRevu360 that helps us measure our sales performance. It helps us measure appointments set, customer information obtained and promised callback. We know our before measurements so our next step will be to train on how to get the appointment and work around certain vehicles not being available. We will set the appointments to come in to look at our auction sites to find a suitable vehicle. We will work on setting the

appointment FIRST when they call in, not when we call out. OFFERING We will be sure to find out why the caller is interested in the vehicle that they are calling about. That way if the vehicle is sold, we can offer alternatives. If the vehicle is available, we can let them know that we have plenty of choices for them to look at.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Month of September will just be the updated training. I am hoping to improve 5% over the next 60 days. Each month I would like to see the numbers go up. If they are not improving from the additional training we will go back and review what needs to be changed and or look at staffing changes

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 reps and managers
- b. What: Update train, learn to close the apt.
- c. By When: October 1st
- d. How: Additional training, options , have answers for everything.

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:

