

Departmental Action Plan Template

Student Name:

Class & Student Number:

Academy Week (Var II):

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

The current challenge at my store that I will address based on the Jennifer Suzuki outline is our percentage of appointments showing to those scheduled.

Overall Objective and Specific Desired Results:

My overall objective is to increase the show rate of appointments that are currently set by our BDC. This is the one area that I see with respect to the outline that needs the most improvement, and that can immediately increase the amount of units sold. Currently, we have a show rate of 61% on appointments scheduled. I would like to grow this to a percentage of at least 70%. We are currently doing a good converting 35% of leads to appointments, with our goal being 30%. We are also converting 54% of our appointment shows to deals, with our goal being 55%-60%. Although we are always looking to improve all of our numbers, these two metrics are in line with our goals. It is integral for us to increase our show rate to generate more business.

I believe the best way to accomplish this is by training on and implementing Jennifer's step that focuses on the BDC rep building value in themselves as individuals, our dealership, and the buying experience

that we provide at our store. It is essential that we make it clear to the customer that we will make the most of their time when they show up at our door. We will focus on training our BDC reps to communicate to the customer that we will have the car pulled up and ready for them to drive, an appraiser scheduled, and that we will efficiently make the most of their valuable time. Mastering this step will increase our show rate to the desired objective of at least 70%.

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

- **Implement daily training in the BDC that focuses on selling the experience that we will provide as a dealership when the customer shows up. I believe that this is the step of Jennifer's outline that we are not focusing enough on. The BDC agent first needs to sell themselves as a person and develop good rapport with the customer. The first step in getting a customer to buy in is for the BDC agent to get the customer to like them. Next, we will train on selling the experience that the customer will have once they arrive. The BDC rep will be trained on painting the picture of the customer's time being valued by us having the car pulled up and an appraiser scheduled.**
- **Establish individual and group goals for our BDC of an initial goal of a 70% show rate. Ongoing training will be done daily held by the BDC manager. We will also establish a training schedule that allows successful BDC reps to hold training sessions to share what they are doing that has been successful for them and has helped them achieve the goal of 70% show rate.**
- **BDC manager and sales managers will meet daily to review internet leads and listen to phone leads handled by the BDC.**

As a management team we will see where improvements need to be made , and coach each BDC rep individually.

- **A manager will also call or email to confirm each appointment set. On this confirmation call, the manager will introduce themselves to the customer and reinforce the experience that will be provided when the customer arrives. The manager will ensure the customer that the most will be made of their time. The manager will also instruct the customer to ask for them upon arrival which sets the stage for the EMI that we do for every VIP appointment set. This will help drive our show percentage up as well.**

Timeline:

Describe specific short term and long term checkpoints to monitor progress

- **Implement daily training schedule immediately**
- **Establish the area of focus which is selling ourselves as individuals, and the experience that the customer will have at our dealership**
- **Establish minimum requirement of 70% show rate on appointments scheduled**
- **Track progress of the BDC as a whole, and each individual rep daily to make sure that we are achieving our goal**
- **Monitor increase in unit volume as our show rate increases to 70% and our close percentage stays the same at 54% or improves**
- **On the 1st of each month compare units and gross to the previous calendar month to chart and measure gross profit and volume growth. Specifically track how the increase in appointment show rate has impacted these numbers**
- **As time goes on we will also look at growth and progress quarterly and yearly**

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:

- **GM, Sales Managers, BDC Manager, BDC Reps**

b. What:

- **Management Team- Needs to establish clear goals and vision, implement training schedule, confirm appointments that are set, reinforce the experience the customer will have at the dealership**
- **BDC Reps- Need to focus on applying the skills trained on to paint the customer a picture of the unique experience they will have when they arrive at the dealership, and buy into the culture the management team is establishing**

c. By When:

- **All personnel is accountable to execute this action plan right away and help establish and build this culture. We will hold everyone accountable with the established daily, weekly, and monthly check points**

d. How:

- **Review the action plan thoroughly with all staff mentioned so they understand what our vision is, and how it will benefit them individually and the dealership as a whole. This will ensure that everyone involved is on the same page.**

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:

**I am able to proceed on my own. My sponsor is on board with the action plan
and looks forward to it becoming a reality**
