

Departmental Action Plan Template

Student Name: Tony Braglia

Class & Student Number: 33 N333

Academy Week (Var II):

Current situation or challenge you want to address based on the Jennifer Suzuki Outline: Our current challenge is increasing the % appts set and appts set with a specific time . This should lead to an increase in our show rate and also give our associates another reason to follow up with the client prior to their specific appt time . Over all we need improvement in our phone opportunities. We will be addressing open ended questions to increase engagement , using more interactive techniques after the phone call such as videos or links to keep these active in the process.

Overall Objective and Specific Desired Results: To increase our three month avg of appt set with specific times, currently 54% to best of the best of 75% .

Describe your action plan in detail : To accomplish this task first we must improve the quality of the phone call . We need to ensure by the end of the conversation that the client is intrigued and excited to come in and are willing to commit to a specific time . The easiest way to increase this % is to ask for it . Every time . No questions asked . Associates who are not asking consistently will not be allowed to take phone calls . We have done away with phone scripts but rather empower any one fielding these calls with a play book or map to each phone call . Key things to hone in on to get good information from the customer even in a brief conversation . The following are a few examples that we came up with : Answer ALL of the customers questions, this will show you are an asset to the customer and gain trust . Engage in open ended questions that will lead to longer conversations and more information from the client . After obtaining this information letting the customer know that we have several different options for vehicles that might fit their needs. Make us a one stop shop if you are comparing different makes and models . I have found that setting appointment times east and west should help ensure that a client shows up on time. Associates should also set up a confirmation time to confirm the appointment rather than telling the customer to please call if they must cancel which makes it seem like its ok to do so. The associate will make promises such as having the vehicle up front and ready and let the client know they will be investing their time in doing so . For our objective to be met there must be a regiment of weekly training and since this objective can be measured the results must also be reviewed weekly to allow the associates

to see their progress . After a month of focused training a bonus plan will be put into place for the final two months of the quarter to ensure we hit our objective. The bonus will be based on number of appts set with a specific time vs how many calls taken . We will also monitor the show and sold rate of these appointments to help our associates see their hard work is paying off !

Timeline: October will begin the weekly and daily phone training schedule . November will begin monitoring and tracking the metrics through December . Those who were able to get their appt with time % to 75 % will be rewarded with their bonus that will have kickers with each shown / sold appts included in their bonus .

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: All new and preowned managers / GM
- b. What: Weekly training and monitoring of the phone calls
- c. By When: Oct - Dec training . Nov - Dec monitoring each appt and weekly %s
- d. How: Call Revues reporting system and the ability to listen to the quality of these phone calls