

# Departmental Action Plan Template

Student Name: Neil Haskins

Class & Student Number: NADA 333 / 29

Academy Week (Var II):

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

(Homework modules assigned)

Currently we are only asking 57% of guests for an appointment

Overall Objective and Specific Desired Results:

**Overall objective is to increase that to 90%**

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

**Make some subtle changes to our phone process to start asking different questions. We eliminated "can I help you" from our in store sales process a long time ago. I am embarrassed that I did not think to do the same with phones. We do have a phone call recording and tracking system and can monitor phone calls. We will train on this daily, using recorded calls as training tools.**

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Will review weekly with management we should be able to see an immediate increase. Phone skills will get better over time, techniques are hard to change habits.

## Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences (PAIN, Gain, Pain). Include timelines / Accountability / Monitoring process

- Who: Sales person
- What: Change questions that we ask, and ask for appointments at least 90%
- By When: 30 days
- How: weekly recaps and daily training

## 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: