

Departmental Action Plan Template

Student Name: Jimmy Benson

Class & Student Number: N333-35

Academy Week (Var II) : 6

Current situation or challenge you want to address based on the Jennifer

Suzuki Outline: (must be quantifiable)

(Homework modules assigned)

I believe the selling of time is the best way to engage an internet customer. Unfortunately I don't believe our employees do this enough. In response to a price concern via the phone, our answer should be to step up in another way...whether that's to go take a video of the car or a link to our reviews. This is the thing that I wish we could fix the most.

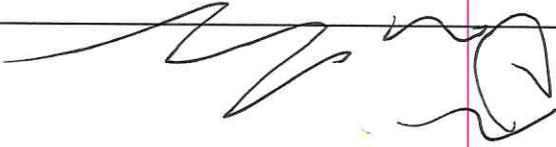
Overall Objective and Specific Desired Results:

Our surveys have been terrible for a long time. The thing that confuses me is we do a good job for the most part. The majority of our bad surveys come from not following up with the customer, and letting a small issue simmer into a bigger issue. Our surveys are historically so low, that a it won't take much to bring in a lot of money from Nissan.

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

after measurements)

To try to help our survey issue, I decided that every Monday in the sales meeting I will give out a 50 dollar bill, Cash in fist, to everyone who got a perfect score on a new car survey. They bring me a print out of the survey, they sign it, and I pay them. We are doing this in our Nissan and Kia store to try to create a habit. The plan is that this will encourage our salespeople to call their customers when they aren't busy in order to pick up some extra spending money. So far it has worked pretty well as our scores have risen over the last month. In order for this to work though I need to monitor the rolling average of each salesperson, which I have posted in the sales office.



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:

- a. Who: Owner
 - b. What: Discussing 50\$ comp pay for a perfect survey
 - c. By When: Year long
 - d. How: Paying the salespeople Cash in fist to incentive calling your customer back.
- As discussed above I am monitoring the rolling average, which is the big number I have to change. The 50\$ comp pay is just the grease to make that number move. If results begin to decline, despite the pay out, I will stop this move. However so far so good.

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

Timeline: Describe specific short term and long term checkpoints to monitor progress

I want to start bringing back Nissan money for CSI is the major long term goal. Short term if I can just see a consistent 10 point bump in the rolling average every month I would consider the comp I pay out every week a success.