

Departmental Action Plan Template

Student Name: Rob Rodgers

Class & Student Number: N335-20

Academy Week (Var II)

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

New and improved phone script for incoming calls based on the best practices in the course and student participation.

Overall Objective and Specific Desired Results:

Create phone script. Train managers and sales staff.

Desired Result: Have extensive knowledge of incoming phone script. Believe in the conversation. Use the script to increase chances of setting appointments. Increase Appointment percentage. Increase Appointment show percentage.

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

Before: Antiquated phone script.

After: New and improved phone script

Timeline:

Have phone script completed by 10/26/18.

Train managers on 10/29 and 10/30.

Introduction training with sales staff 10/31. Managers will be using the Teach, Demonstrate, Apply method of training.

One-on-one training and Practice beginning 11/1.

Fully competent and applicable by 11/15.

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 and Sales Manager will be building the phone script. Include a seasoned salesperson and a millennial new hire for input on functionality and comfort with verbiage.**
- b. What: **GM and sales manager will do training beginning 10/31.**
- c. By When: **Fully competent by 11/15**
- d. How: **Use resources from Variable II class and input from staff to create the phone script. Utilizing reports in VinSolutions, make a note of current and past 3 months incoming phone volume and appointment percentages. Track progress weekly with new script. Make changes as needed. Train, Train, Train.**