

Departmental Action Plan Template

Student Name: **Mitchell Axelrod**

Class & Student Number: **N335-30**

Academy Week (Var II): **Var II Week 5**

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

(Homework modules assigned)

Our biggest gain would be by increasing our internet sales lead schedule percentage. We're currently setting only 18% of our incoming internet leads for sales appointments. My goal is to increase that to 30% for the month of December.

Overall Objective and Specific Desired Results:

My goal is to increase that to 30% for the month of December and 42% by the end of Q1. 42% is benchmark for our 3rd party training company, Travers. I'm not sure if 42% is reasonable based on our location and will adjust as needed for Q1 goals.

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

We have already re-vamped our internet lead process in the CRM. This included remaking some templates and removing a significant amount of unnecessary templates that allowed my team to take the easy way out. In September, we set only 16%. We're currently tracking at 19%, but the changes are too recent to accurately gauge the results at this point. I am also going to do a better job of doing a lead review (bi-weekly) for all lead sources rather than just the "pay per lead" sources so I can ensure the numbers are accurate and fair to my team.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Short term - 30% show rate for the month of December

Long Term - Check show rate monthly and react accordingly.

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: **Owner, BDM, BDC Team, Sales Managers (owner/managers for only 1st meeting)**
- b. What: **Training, weekly call reviews, bi-weekly lead review with agents to review their process and word tracks.**
- c. By When: **December 1, 2018**
- d. How: **We will review leads bi-weekly, weekly training call review (winners get lunch), big goal based on overall shows and show %.**

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:
