Departmental Action Plan Template

Student Name: **STEVE OBEN**

Class & Student Number: **N335-06**

Academy Week (Var II):

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

(Homework modules assigned)

Our Used Car department has not had any type of formal 'phone training' in 10-15 years, if not longer. Each individual has been employed at the dealership for a long time, and each has his own style when it comes to interacting with customers, but everyone would benefit from watching the videos assigned by NADA as homework to improve their process and hopefully bring in a larger percentage of potential customers to the dealership.

Overall Objective and Specific Desired Results:

I plan to sit down with our Used Car salespeople, show them the 3 Jennifer Suzuki videos in succession and then see how they think they can implement what they saw into the outgoing phone calls they make. I'd like for each of them to focus on 2-3 things they can try to do to improve the calls they make

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

I'll find a time when the Used Car salespeople are available (likely in the morning), gather in the conference room, buy everyone breakfast, and then review the 3 videos with the staff. I'll request that they take notes, and after each video I'll see if there is anything that they can apply towards the phone calls they will make during the rest of the week. I envision the entire session will take approx. 20 minutes. Once complete I'll follow-up with the staff weekly to see if they're still using any of the methods discussed, and what success they've realized since changing their call scripts.

It will be difficult to quantify if anyone is having more success after using take-aways from the videos (we don't have any sort of CRM that tracks phone calls), but given each salesperson's tenure they should have a good sense pretty quickly if they're seeing any improvements. I will speak with them regularly to gauge progress.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

I will need to continually discuss with each of them how proactive each salesperson is in using the tools presented, both in the near and long term.

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: **Used Car Salespeople**
b. What: **Increased success rate getting leads to visit the dealership**
c. By When: **Immediately**
d. How: **By reviewing Jennifer's videos with the staff, then discussing best practices**

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:

I discussed the above with the dealer – he is supportive of the plan and intends to sit-in on the meeting so that he can watch the videos and educate himself as well.
