

Departmental Action Plan

Dealership **Truckworx**

Student Name **Brent Bruser**

Academy Week **ATD Week 2 Fixed Operations - Parts**

Class & Student Number **040-11**

Current Situation

We currently do not have any processes or procedures in place for monitoring and/or tracking proper phone etiquette and sales skills for our internal counter parts sales staff.

Overall Objective:

To gather a current measurement or guide of the level of customer service and sales skills training needed on an individual basis of our counter parts sales staff.

Proposed Timeline

1-2-2019 Through 3-26-2019

Action Plan

Step 1 - Conduct and record a minimum of 3 mystery shopping calls on each member of the counter parts sales staff. Step 2 - Prepare a personal SWOT analysis for each team member. Step 3 - Set up individual meetings with each team member and discuss the calls to provide educated support and the proper skills training necessary.

Requirements

Meeting with Branch Manager and Parts Manager:

- 1. Action Proposed: Schedule a meeting with my corporate management team along with branch and parts managers to propose my plan. Focus will be to try and get them excited and on the same page to develop a strategic coaching strategy.**

Meeting with stakeholder(s) (dealership personnel):

- 2. Describe what is in place to support desired goal: The goal will be to establish the correct training procedures for each individual personally. To make sure we are on the same page that this exercise is to help train and coach and not to get any member of our team in trouble or embarrassed.**

Accountability: Monitoring progress:

Who: Jeff Weaver, Ira Peden, Barry Whiloby

What: We will use an internal secret shopper

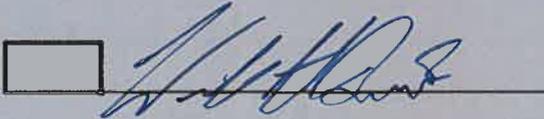
- 3. By When: All calls need to be made and completed by end of 1st qtr 2019.
How: With a specific script written by our team and recorded for review.**

Describe checkpoints that have been established to measure progress:
The first checkpoint will come end of 1st quarter to make sure we have all team members recorded.

4. Date(s) for review: 3-28-2019

6. Estimated cost for implementation: No cost will be added for implementation.

Projected Date of Completion: 3-30-2019

Sponsor Signature: 

Evaluation of Results: Include measured results. (± Metrics)
Impact Areas: This action plan should give us a good understanding of where our current counter parts sales staff stand and what is needed in training to make them even better. In turn this should impact the areas of total sales and gross profit when we create a better group of order makers and not order takers.