

# Departmental Action Plan Template

Student Name:

Class & Student Number:

Academy Week (Var II):

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

To increase the % of times the call script is followed including securing the customer's contact information and clearly setting defined appointments rather than just offering a next step like a follow up email

Overall Objective and Specific Desired Results:

To stop the over helping on providing follow up information and work towards setting more quality appointments. Right now, the trend is to offer follow up more information when the customer doesn't seem sold over the phone on the vehicle rather than getting them in so that sales can work the appointment in it's entirety.

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

Hold a play call meeting to review the calls with the issues. I will use several different examples so that issue is clear to all coordinators. I will then re-train using the call guides we have. Retraining will include a complete review in process, mock calls and supervision of live calls post training. New call guides will be printed and laminated for them to follow. Calls will be reviewed daily to confirm that issue has been corrected. Coaching will be conducting on calls good and bad. Will look for increase in set appointments. To verify quality I will also monitor an increase in showed appointments.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Week 1: Increase appointments by 10% per coordinator. Side by side coaching post re-training. Review calls daily.

Week 2: Increase appointments by 20% per coordinator. Review calls every other day. Ensure that the process is not only being followed but that there is a strong understanding of why it is important.

Week 3: Do a complete reassessment and train and goal set accordingly. Review successful calls so they can see how it is benefiting them personally in their pay checks. If it is not working and increases haven't happened build an action plan 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: Makayla, Ali and Danyelle from the Internet team, Shannon Davis, BDC Director and Joe Scibelli, General Manager
- b. What: Review process on following the call guide and conduct a retraining with new coordinators who haven't grasped the process of the appointment.
- c. By When: Meeting will be held after our regular Friday team meeting 2/1/19. 3 week plan to correct and revisit.
- d. How: Shannon will implement, train and work with coordinators on reviewing the call guide. She will update Joey bi-weekly on progress. Coordinator training will be daily at different levels.

## 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:

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