

# Departmental Action Plan Template

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Class & Student Number: N336

Academy Week (Var II): Week 5

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

After learning from Jennifer Suzuki in class and reviewing the videos when I returned to the dealership, it is clear that our BDC process and word tracks lack personality and the urgency to get the customer in for an appointment ASAP. Our show rate mirrors that and we only sell an average of 20% internet leads per month.

## Overall Objective and Specific Desired Results:

Our overall objective is to improve our process for internet leads to increase our show rate from an average of 50% per month to 80% per month and sell 30% more cars total from the BDC each month.

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

Our action plan consists of updating our call scripts to follow Jennifer Suzuki's guidelines. They include Step 1: Introduction and Step 2: Value in You and Car Buying Experience. We will implement training in the BDC for this new call script and modify it based on the overall response from our customers. All measurements will be recorded in the CRM as well as on the monthly financial statement so we can compare our numbers month to month and ensure the effectiveness of this new process. Below is the updated Call Script:

### **Step 1: Introduction**

Thank you for holding, this is \_\_ (BDC rep name) \_\_, who do I have the pleasure of speaking with? Thank you, \_\_ (customer's name) \_\_. We know you have options and I want to make this the best experience. Have you visited our dealership before? We are small, family owned and operated, and we will happily work to earn your business.

I've found that spending a few moments with me will help expedite your shopping and save 45 minutes to an hour of your time.

Are you calling for both new **and** pre-owned vehicles?

Did you see the vehicle online or in person?

What are you driving now? Are there any features you love? Dislike?

Have you ever owned a <make> before? Are there any other brands you are researching?

Is there one color you don't like?

## **Step 2: Value in You and Car Buying Experience**

What is the best number to reach you on? While we're speaking, I'm going to text you, just say yes, and I will send you a link to the details/CarFax of this vehicle along with our online reviews.

I've taken notes and I am going to share this information with our team leader because he wants to make sure he can greet you. I will also make sure our trade specialist is on site and has reserved a time for you. I have (2 hours) available and another at (couple hours later). What time works best in your schedule so we can make sure we are all on the same page and prepared for your arrival?

Ok. We will have the <make> <model> pulled up front for you on <day, date, time>. I appreciate your time and our family here will do our best to make this an **easy, efficient, and transparent** experience. See you soon!

## Timeline:

Describe specific short term and long term checkpoints to monitor progress

The number of appointments will be reviewed daily and weekly in the BDC. We will review the monthly show rate using the CRM and the financial statement to compare the current month with the previous years. This will be submitted to management on a monthly basis.

## 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: BDC
- b. What: Increase appointment show rate to sell more cars
- c. By When: Monthly

- d. How: Using updated call scripts that highlight an easy, efficient, and transparent experience.

### 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:  
The sponsor and the BDC team are committed to these changes. All are optimistic that this will positively impact our show rate and help us reach our goal of an increase of 30% in sales in the BDC this year.

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