

Departmental Action Plan Template

Student Name: Rick Taylor

Class & Student Number:HLA7-23

Academy Week (Var II):

Current situation or challenge you want to address

(Homework modules assigned)

Currently our overall General Motors CSI scores are above the Southeast Region, however we represent three brands, “Chevrolet, Buick, and GMC. Currently Chevrolet and GMC scores are above the Region and Buick is below the Region. Keeping all three above the region has been an ongoing challenge for much of this year.

Overall Objective and Specific Desired Results:

To have the CSI in each individual brand significantly exceed the Southeast Region average score.

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

Early management involvement with every customer. Once a deal is closed the involved manager thanks the customer and prepares them for the next step (F&I). After the deal is completed in the business office, the F&I manager notifies the sales manager so that he can come to the business office to escort the customer back to the salesperson. The General Manager or Retail Operations Manager is then alerted so he can congratulate the customer on their purchase and welcome them to the “Family of Hendrick Drivers.”

The Day 1 and Day 3 follow up calls must be made by the salesperson. A Day 5 call(Earlier if an issue has arisen) is made by the Retail Operations Manager asking for feedback on the purchase. Any negative feedback is met with a remedy or a promise to fix it. Only after we correct any issues with complete satisfaction of the customer do we mention the impending survey. If all is well on the Day 5 call and we know the customer was completely satisfied with the sales person, we talk about the importance of them as a lifelong customer and we mention the survey'

Timeline: Timeline is an ongoing process as described below. Describe specific short term and long term checkpoints to monitor progress

Surveys are monitored daily and discussed in each daily sales meeting.

Our 3 month scores are updated and announced daily in our management bucket meetings.

CSI scores are a component of our weekly Market Conference calls.

Monthly measurements are downloaded from GM Global Connect and are reported to Hendrick Corporate for use on monthly commissions. Mr. Hendrick monitors and comments on each end of month Conference call.

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:
- b. David Nolan- GM
- c. Rick Taylor- ROM
- d. Chris Williams- Sales Manager
- e. Matt Meschke- Sales Manager
- f. Mark Joseph- Sales Manager
- g. Jared Hayden- Sales Manager

- h. Robert Lattimer- F&I
- i. James Doncaster- F&I
- j. Matt Ridley- F&I
- k. What:Required to follow the above described process; ie: EMI, making sure they are involved once F&I process is complete, managing sale people calls, getting involved with any necessary corrections needed to insure completely satisfied customers.
- l. By When:Now!!!!!!!!!!!!!!!
- m. How: By daily inspection of our expectations and holding sales people and sales managers accountable. We all have positive inducements in our pay plans and there are significant penalties for missing our marks.

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 Dealer is in!
