

# Departmental Action Plan Template

Student Name: Danilo Tonel

Class & Student Number: 337-01

Academy Week (Var II):

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

(Homework modules assigned)

We have a huge opportunity in new phone-up closing ratios. Last year our phone up closing ratio on new cars was 15.3% and used was 24.9%.

Overall Objective and Specific Desired Results:

Our objective is to get new and used phone up closing ratio over 30%!

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

We are in the process of actually hiring Jennifer's company to be our phone training service. We have pointed out ways with the previous company. She brings a positive upbeat, and none of the "old school method" that we have been used to.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

We monitor all of our closing ratios on a monthly basis. With the help of Jennifer's methods we will continue to monitor and measure on a monthly basis and expect results in 90 days.

## 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: Sales guys and sales manager
- b. What: Jennifer's new business methods
- c. By When: Expect to see results within 90 days.
- d. How: By applying what she preaches.

## 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: He's on board!

