

Departmental Action Plan Template

Student Name: Bryan Smith

Class & Student Number: N337

Academy Week (Var II):

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

(Homework modules assigned)

Making the Customers feel comfortable enough and trust us enough to make an appointment to come to our dealership where we can wow them!

Overall Objective and Specific Desired Results:

To get appointments set, get the customers to our showroom so we can sell more cars and make more money\$\$

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

We just hired a phone training company the week before this class and have now been training for the past few weeks and have seen an impact in both appointments being set and the confidence in the sales reps when talking to the consumers.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

We listen to phone calls daily and once a month we sit with either the whole (New and Used) sales department and managers and listen to recorded secret shopper calls and critique the calls both good and bad. We also do this with the service advisors and the service manager along with the owner.

I pulled data for the past 60 days and we are currently at 19% appointment to lead ratio with a goal of 50% within the next 90 days. We are going to set a goal of 35% by April 15th and need to be at 50% by June 1st. We will continue to monitor this on a daily basis with the sales reps individually and weekly at our Saturday morning sales meetings.

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: Service Advisors/Sales Reps
- b. What: Open to training and making changes, trusting the process
- c. By When: Immediately
- d. How: By phone training company, in person coaching and weekly meetings

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:
