

Departmental Action Plan Template

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Class & Student Number: N337-19

Academy Week (Var II):

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

My Challenge in our store is lead handling. Our issue is not acquiring the traffic, but it is transitioning that lead to a showed appointment and ultimately a sale. Phone skills in my opinion are crucial in this example to get that customer in to the dealership. In this example this plan is going to be specifically based on one lead source which is an unbranded car evaluation site is called valuemycar.ca it is designed to drive appraisal leads.

Overall Objective and Specific Desired Results:

My overall objective is to get more qualified customers into the showroom. This customer is a very high hanging fruit in the market and difficult to pull further down the sales funnel. However I do believe that if we can develop some better phone scripts to add to our current process we can drive that closing percentage much higher. Currently we are sitting at 3% closing rate from total volume of leads submitted and I feel with some change in our phone scripts we can potentially drive that number closer to 10 to 15%.

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

Before I start with the description I want you to know we have just started to evaluate our current internal processes.

Since January 1st 2019 our value my car brand has driven a total amount of 807 leads. We booked 160 appointments which is 20% of total lead count. Out of those 160 appointments we had 86 appointments show for a 54% show rate. We

either sold a vehicle or bought their vehicle 23 times for a 3% closing rate to total lead volume.

Our goal is to refine some of our internal processes specifically on the phone to increase appointment ratio to 30%

Timeline:

We are working on developing a new phone script to help us drive more appointments into the showroom. This will be completed by the 20th of March 2019.

We have changed the type of customer we are attracting. We have a new partnership with kijiji autos which will serve our new Instant cash offer "ICO" platform to all privately listed vehicles in our city. As soon as a private customer lists their vehicle for sale we will serve them our 'ICO" add. We have an exclusive buy for over 1 million impressions. We feel we will be able to create conversations with more qualified buyers & sellers that are currently active in the market. This will be live by April 1st 2019 and will be the first competitor to market in our market.

We will be monitoring the data very close for the next 3 months to ensure accuracy and performance. We will review again quarterly moving forward in our marketing meetings.

Meeting with Stakeholders (dealership personnel)

We will be having a launch meeting on March 25th to re launch and kick off our new platform. This is a culture change in our store. No one has done this yet in our market and we feel this will really be a disruption. We have discussed as of March 1st 2019 as a management team who would have what responsibilities and again very tightly monitored as you can see in the numbers above. I hope it is a success.

My dealer has been away on holidays. I will have him sign when he returns but as I mentioned in the plan we have just started to already implement this and he is very involved in our plans.

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:
