

Departmental Action Plan Template

Student Name: Joseph Cuckow

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)

Low conversion rate from incoming sales calls to a quality appointment that shows.

Overall Objective and Specific Desired Results:

Increase our sales call appointment show ratio

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

For 2018 we ran at 11% to 13 % show rate on incoming sales calls to the BDC and showroom. We would like to increase this to 25%.

- 1 Track all incoming sales calls to the showroom and BDC**
- 2 Create new scripts for incoming sales calls**
- 3 Use call track recording to listen to all incoming and outgoing sales calls.**
- 4 Bring in phone training company and launch phone training for sales department and BDC**

Current numbers after script change and call playback with BDC.

December 1109 calls 709 contacts 170 booked appointments

24% 101 showed 59%

January 3084 calls 1941 contacts 319 booked appointments 16%

199 showed 62%. February 3578 calls 2514 contacts 292 booked

13 % 179 showed 61%

Timeline:

We started tracking all calls December 2018

Call track training and review of calls started January

Phone trainer to start April 2019

Script changes for incoming calls November 2018

Meeting with Stakeholders (dealership personnel)

Meet with BDC staff Salespeople Reception sales managers

Reception on how all calls are tracked (December)2018

Sales Managers daily review of sales calls made and received using call track (January) 2019

BDC script change training on using the new script. How to log into call track system when making and receiving phone calls.

Sales people call review after all incoming sales calls using call track. Script training (January)2019

Phone training booked for April 1 week with sales BDC and reception.

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:

We have been talking about phone training for the whole dealership. So this was a good start. We will look at doing it for Service as well as parts. One of the things that came up from this was to come up with a training plan for the service department we have not done any in the last 5 years
