

Departmental Action Plan Template

Student Name: ADAM C TREMBLAY

Class & Student Number: N337

Academy Week (Var II): WEEK 5

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

(Homework modules assigned)

To have a consistent process where sales and bdc reps work together as a team. To also have a Business Development Manager monitor the day to day progress, and to ensure that we are holding the staff accountable to the process.

Overall Objective and Specific Desired Results:

125-100 delivered vehicles by the bdc

500 generated bdc leads per month

231 guest shown in the bdc

325 guest show ratio

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

Currently the ccs are making 50 out bound calls per day, we are moving that up to 85 per day by including an additional 30-35 equity mining calls per day. This will allow us to get to 500 generated leads per month. It will also bring our guest through the door to 231 per month. There will also be a min target of 5 set appts per day with a daily check

out. This will allow the department to move from a mincurrently at 10 created appts. Per day to 20 created appts. Per day.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Monitoring daily outbound call logs, checking customer information for accuracy. Working the daily plan set forth by the BDM. Consistency in monitoring the process to get to the long term goal of 125 cars delivered by the Bdc and back 250 retail delivered units per month as a dealership collectively.

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: GM GSM BDM CCS
- b. What: WEEKLY AND MONTHLY MEETINGS
- c. By When: Starting 4/1/2019
- d. How: revisiting lost opportunities, process review, word tracks and scripts, matrix, mystery shopping. Also implementing manager follow up calls for apt confirmations and unsold showroom visits 10 min after guest leaves the showroom.

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 discussed the process in depth and the plan at our operations meeting. Manager early intervention is key to implementation. We as a team need to follow up on

unsold leads and create a culture for the dealership through cross pollination of the departments.

