

# Departmental Action Plan Template

Student Name: Ali Schreiber

Class & Student Number: N337/ Student 32

Academy Week (Var II): 5

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

(Homework modules assigned)

My BDC department currently do not ask closed ended questions, which leads to the customers getting frustrated.

Overall Objective and Specific Desired Results:

**The objective is to instruct the BDC department to ask a minimum of three closed ended questions throughout their conversations with customers. Desired result is that they get the customer to agree with them and feel as though they are being listened to, and that the BDC agent is on the same page as them about their wants and needs.**

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

**Monitor multiple random calls throughout each day to confirm that BDC agents are asking a minimum of three closed ended questions on each call. On calls where the BDC agent does not ask a minimum of three**

**closed ended questions, the agent will be coached with examples of questions that they could have asked on that call.**

## Timeline:

Describe specific short term and long term checkpoints to monitor progress

Each month we will reward the person that has been progressing the best on the phone with a gift card to a place of their choice. For long term, we will monitor each BDC agent's phone calls and how many customers they were able to close and get into the store. The winner for the year will be given a cash bonus.

## 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: BDC Agents/ Head of BDC Department
- b. What: BDC manager will grade each agent
- c. By When: As soon as possible (No Later than March 1<sup>st</sup>)
- d. How: Coaching, monitoring progress, and rewarding good work

## 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:

**The dealer principles are allowing me to  
~~implement my plan and think that sitting down~~  
with agents and BDC head to show them  
Jennifer's videos will be extremely beneficial. I am  
also having them ask a minimum of three closed**

**questions during each phone call. This is a short term goal that will hopefully allow them to become more confident on the phone and better and getting customers through the door.**