

Management Action Plan – VO1

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Dealership: Phil Smith Kia

Class & Student Number: N340

Current situation or challenge you want to address (narrow your focus):

Based on our biggest need in the store would come from our Internet/BDC department.

Overall objective (goal) and specific desired results:

The objective would be to increase proper staffing and increase closing ratio to OEM and industry standards.

Describe your action plan in detail (including before and after measurements):

Adequate staffing needs to be in place. There should be a BDC manager that oversees the department along with putting a process in place. Coordinators will also need to be hired with a schedule that covers an entire work day and week. Create daily goals which consist of both appointment and sold objectives. Keep a focal point on the process of leads and how to approach leads. The timeframe in which prospects should be called and emailed, once submitting a lead, needs to be within 5 minutes. There should be a follow up process that accounts for all leads in the database. Adequate phone training and email training that doesn't consist of relying on templates.

Timeline: What is your implementation date? Describe specific short-term and long-term checkpoints to monitor progress.

These processes should be implemented right away. First, begin with a monthly appointment objective down to weeks and days. Monitoring leads and the nature of leads is important as well. An example would be, if a customer is submitting a lead asking specific questions about a vehicle, answer those questions. Keep track of all closing rates by each coordinator. Have weekly meetings discussing what needs to improve and praise employees for their attributes. Train, train, train your staff to keep them keen as to what needs to be done for continued success. Role play with your employees as a part of this training.

Meeting with Stakeholders (dealership personnel):

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences, including timelines / accountability / process monitoring activity.

1. Who: GM
2. What: Grow the department, train and implement processes. Hire enough personnel to cover an entire shift.
3. By When: April 1st
4. How: By Meeting

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: