

# Departmental Action Plan Template

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Class & Student Number: NADA 341

Academy Week (Var II): Thornhill Ford Lincoln

**Current situation or challenge you want to address: (must be quantifiable)** We have just recently started to film short, welcoming videos to send back to all our internet leads. So far, customers really seem to like doing them and we have seen an uptick in shown appointments. I would like to take charge of this whole process, monitor it from start to finish, and make sure it continues to be effective.

**Overall Objective and Specific Desired Results:** My overall objective by implementing this process would be to build a stronger relationship with our internet customers before they even make it to our store. My goal is to have a short, welcome video/walk-around video for every internet lead that comes in. I believe this will make the customers feel more attached to us and result in more sales.

Describe your action plan in detail (be specific and include before and after **Measurements**) So currently, we are already creating videos for most of our customers, but at times we slack off and lose track. I'd like to implement a process from start to finish - every customer, every time. If I take charge and monitor this process myself, then making the videos will become natural and more effective for everyone involved. By meeting with my BDC every day and following up inside of our DMS, I will be able to see all our responses and if we are following the process or not. After a couple months of doing this every day, everything should come natural for our staff and our (appointments shown) should increase dramatically.

### **Timeline:**

Describe specific short term and long term checkpoints to monitor progress

Starting in June I will create and oversee our internet lead video process. Within 2 months, I would like to step away and let our BDC manager oversee it. In September, I will meet with our BDC manager and discuss our progress and where we could improve. We will both monitor our appointments shown to see how much of an effect this process has on the customer.

## 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:** I will oversee our BDC manager and sales people while training them for this process. They are somewhat doing this already, so there shouldn't be too much of an adjustment period. I just want to refine the process and really make sure we stick with it - and make sure it works.
- b. **What:** This internet lead video process is a tactic that will set our dealership apart from any other stores in the surrounding area. With proper implementation, we should see an increase of appointments shown.
- c. **By When:** By September, I should be able to look back through our records and see exactly how much we have improved by implementing this process. I should also be able to reevaluate each step and see where we could improve.
- d. **How:** By working along side our BDC manager and sales staff, I will help guide through each step of the new process and coach them on how they can better connect with our internet leads. Since they have already started this journey, they should be able to grasp everything by the end of this month. In two months, we should all be seeing the results.

## 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: My sponsor is completely behind this idea and wants me to take charge as soon as possible. I will personally monitor each step of this process my self and relay all progress to my sponsor. Hopefully we see a continued uptick in traffic and our sales continue to climb.

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