

Departmental Action Plan

Student Name: David Anderson

Class & Student Number: 342-07

Academy Week (Var II): Variable 2- New

Current situation or challenge you want to address:

We currently do not have a written on boarding program for a sales consultant. After attending this class I have realized how important that actually is. I will be directing my focus on creating an on boarding program for sales consultants at my Dealership.

Overall Objective and **Specific** Desired Results:

Objective: The overall objective is to create successful on-boarding experience for both the new hire and the dealership.

Results:

1. The first thing this will result in is an increase in employee retention. We learned in this class how expensive employee turnover could really be for the dealership.
2. Be able to hire and keep millennials.
3. Have each sales consultant feel like they are valued at the end of the process not just given a user name and told go sell some cars.
4. Increase Customer satisfaction.
5. Increase employee satisfaction.

Describe your action plan in detail

Bristol Toyota is currently a 31 consecutive year Presidents award winner and we would like to continue on our journey of excellent customer service. Creating and implementing a proper on-boarding program will aid in instilling the type of customer service the owner expects. I would like to put together a New Hire Packet to begin. This packet would include all of the important documents that they need to sign and some general information about the dealership. This packet will also include contact information if they have any sort of issue in the dealership from HR issues to computer issues. I also want to include an activity for the new sales consultant to complete. A scavenger hunt with each current employees name and position with a line for them to sign is the best way for the new hire to get familiar with all of the people he or she will be working with. There will be a specific time line and training depending on the skill level and amount of experience the new hire has in the auto industry. The new hire will have an agenda for the first day, week, or how ever long it takes to properly on-board that particular person. As they get familiar with using our systems and the products we will give them a sales consultant to shadow. This sales consultant will take them through the entire process from taking a fresh up to delivering that vehicle and the follow up that occurs. Every new hire will have

to spend time in the BDC department going over phone skills and the proper way to email customers.

Once this has been implemented I will track our employee turn over compared to the previous year. I will also begin to track the reasons for leaving that way we can get a clearer picture of why our employees are leaving us. I will also track CSI if our CSI starts to fall then we will need to make sure to do additional training but also make it even more of a focal point in the on-boarding program.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

The time line for this is pretty easy just need to put it all together before July 31st 2019. After it is together I will make sure the Owner, GM, and GSM all review it. Once we launch it I will be tracking our employee turn over and retention on a monthly basis. Each time an employee is fired or leaves I will be notified with the reasoning.

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:** David Anderson
- b. **What:** On-Boarding Program and packet.
 - a. Employee turn over tracking on a monthly basis.
- c. **By When:** July 31st
- d. **How:** Taking some ideas from everyone in class and compiling them into a packet the best portrays our Dealership.

Dealer agreement:

Describe the meeting:

In the meeting I went over all above information and the Dealer was on board. He also wants to look into hiring an HR company and we have begun looking into a few different companies.
