

Departmental Action Plan Template

Student Name:

Class & Student Number:342 Brandon Mourits

Academy Week (Var II):Apr 22/19

Current situation or challenge you want to address: (must be quantifiable)

Current new car sales YTD end of May are down 45% year over year

Overall Objective and **Specific** Desired Results:

Objective is to increase new car sales to match last years number of 30 per month.

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

In order to increase new car sales we need to increase the traffic on the sales floor. Holding the salespeople accountable for their appointments will increase the number of new car opportunities. Each salesperson needs to generate a minimum of two appointments each day. One appointment needs to be on a new car.

Immediately- each salesperson needs to be aware of the expectation to set a minimum of one new car appointment each day. Salespeople need to set an attainable new car goal for themselves monthly.

Throughout the month coaching needs to be done with salespeople that are struggling to set appointments. Call scripts and roleplaying to be provided.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Short term- GSM and SM's to review the number of new car appointments each day. There needs to be one per salesperson.

Mid term- weekly review of the number of new cars out for the month and pending to be reviewed by the team at the weekly sales meeting. Review where the team is tracking towards the goal of 30 per month.

Long term- end of month review results for the month. Set goal for the upcoming month. Determine any needed coaching, training, spiffs, or advertising changes that need to be done in order to meet the new goal.

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:** GSM and SM
- b. **What:** Ensure salespeople are aware of their targets and have the required tools to succeed (salespeople are properly trained on the phone, have call scripts, and call lists)
- c. **By When:** Immediately and ongoing
- d. **How:** Meet with each salesperson to review their goals, discuss with salespeople how they are going to achieve their goals, provide ongoing support

- e. **Who:** Salespeople
- f. **What:** Set target of 1 new car appointment each day
- g. **By When:** Immediately and ongoing
- h. **How:** Review current pipeline of unsold leads and contact them to let them know about new Mazda incentives and any other potential “hooks” to get them back in. Contact previous Mazda owners with lists provided to set appointments to look at upgrading.

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:
