

# Departmental Action Plan Template

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Class & Student Number: N342-05

Academy Week (Var II):04-22-2019/04-26-2019

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

We need to address our current incoming phone-call/internet lead script. The current script uses dated word tracks from many years ago, similar to other dealerships. The script needs to be modernized to the current customer expectation. With our current cliental we need to get rid of the roadblocks and give them the information they want on the initial phone call and e-mail. By doing this, we will set ourselves apart from the other dealerships which will continue to use dated techniques trying to get people in the door. Once these changes are established, we will be able to measure our success by seeing an increased appointment set ratio.

## Overall Objective and **Specific** Desired Results:

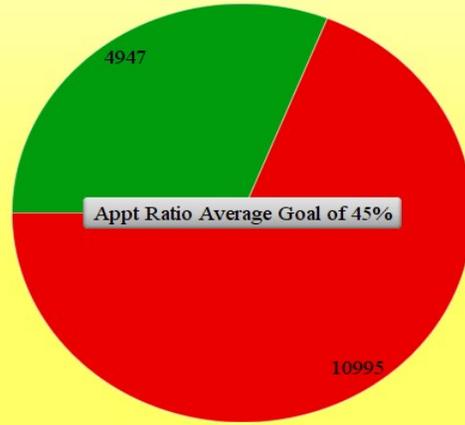
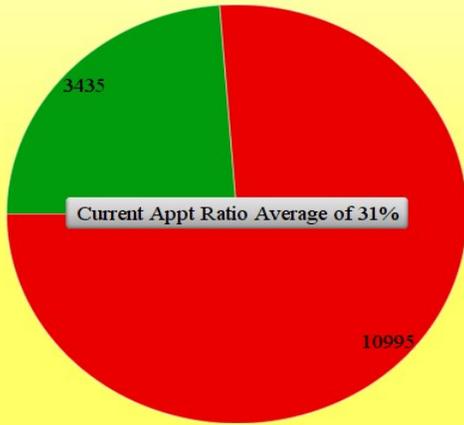
The overall objective to rewriting our incoming script is to increase the appointment set rate. Historically we have a closing rate of 45-50% with appointments that show. By increasing the appointment shows to 45% of incoming leads, the sales will naturally increase.

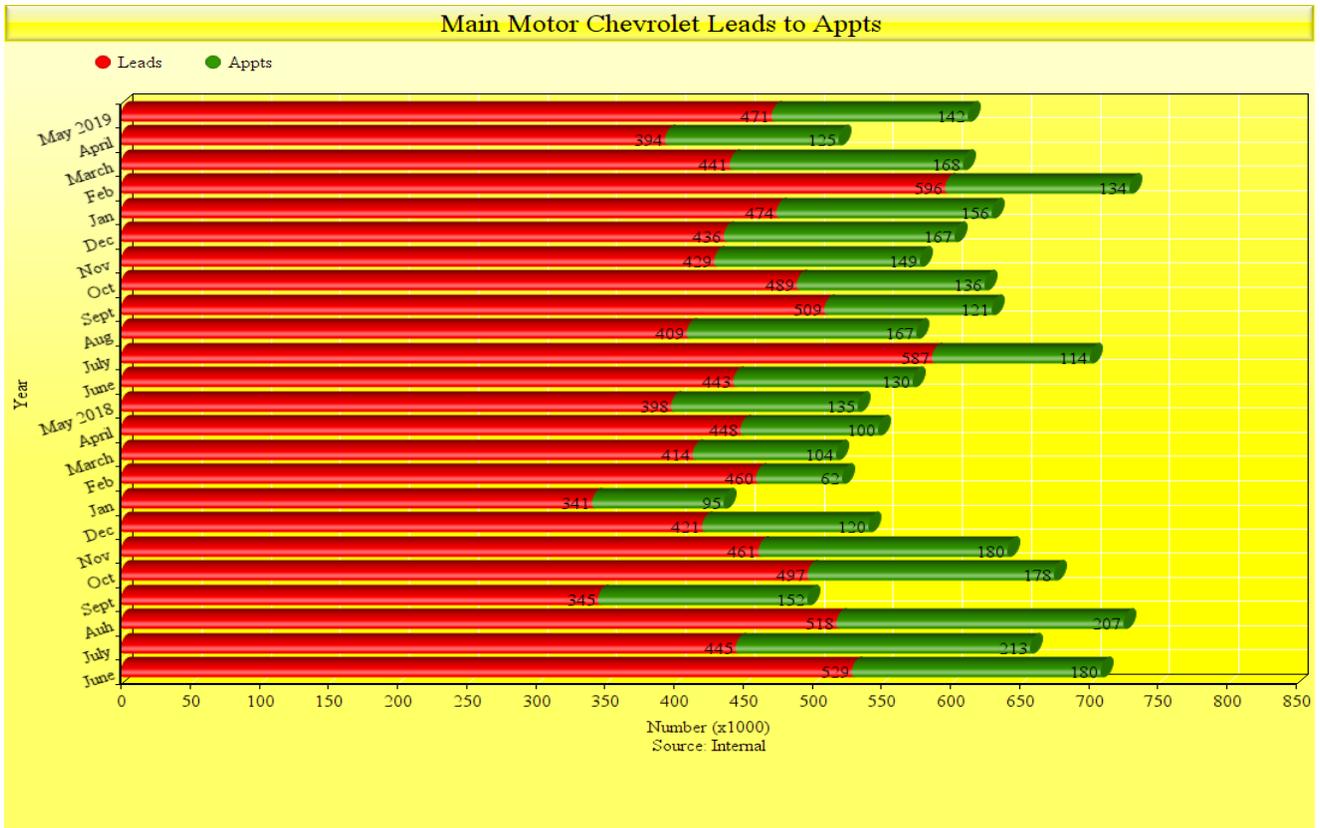
## Describe your action plan in detail (be specific and include before and after **Measurements**)

I have attached the before and after script. Currently we have a two-year average of 31% appointment show rate. The range is as low as 19% and as high as 48%. Those numbers reflect the use of a dated script. I think a reasonable expectation of a new script would be 45%. The leads that we have received during that time period was 10,995. If the traffic were to stay the same, we would increase the number of shows by 1512 over the same time period. That translates to; 63 more people a month and 28 more sales per month.

Main Motor Chevrolet Leads to Appts

■ Appts ■ Leads





## Timeline:

Describe specific short term and long-term checkpoints to monitor progress

The short-term goal was to re-write the script. The new script is complete and attached with this document. The goal of implemented the new script is August 1<sup>st</sup>. We are giving our BDC department 90 days to train and role-play the new script. After that date, we will hold them accountable for an increase in the show rate on appointments. The BDC manager will continue to review and roleplay with staff. They will also report back to sales managrs regarding the progress of the BD agents within the first ninety days.



## 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:** Toulong Yang (BDC Manager)
- b. **What:** Increase the appointment set/show rate.
- c. **By When:** August 1<sup>st</sup> 2019
- d. **How:** Roleplaying and Live T.O.'s

## 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:

**NOTHING NEEDED**

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DATE: \_\_\_\_\_  
TIME: \_\_\_\_\_



SALESPERSON: \_\_\_\_\_

**The Phone-Up Worksheet**

"Sales, this is \_\_\_\_\_, How may I help you?" Vehicle of interest \_\_\_\_\_

"Great! While I'm looking this up, may I ask you a couple of quick questions?"

"By the way my name is \_\_\_\_\_ and you are? First, Last \_\_\_\_\_

"In case we get disconnected what is the best number to reach you at?"

Phone # \_\_\_\_\_ Alternative # \_\_\_\_\_

"You said you were looking at \_\_\_\_\_ what drew you to this vehicle?"

Needs \_\_\_\_\_

"What else?" \_\_\_\_\_

• "Have you had a chance to drive one yet?" Yes \_\_\_\_\_ No \_\_\_\_\_

• "What are you currently driving?" \_\_\_\_\_

Replacing? \_\_\_\_\_ Adding? \_\_\_\_\_ Tell me more...

• "If I had a similar vehicle, similar features, but a better value, would you consider it or should we rule it out?" Plan B \_\_\_\_\_

"Looks like it is available!" "Looks like we have several like this one in stock!"

"Looks like we have few available in our CENTRAL inventory!"

"So I can help you make a decision based on (test drive, all the options)"

"So I can help you get as much as possible for your \_\_\_\_\_"

"When can we get together, would TODAY or TOMORROW works best?"  
Slice/Dice TENTATIVE APPOINTMENT IF NEEDED

Provide specific directions, Provide your contact info, Confirm the time, Thank for the call!

APPT DATE: \_\_\_\_\_ APPT TIME: \_\_\_\_\_

## Inbound Sales Call

Good morning/afternoon, can I help you with sales or service today?

(sales)

This is your name, who am I working with today? *Nice to meet you, customer name.*  
In your research, where you looking mostly at new, used or certified pre-owned? Great so you picked out vehicle, what drew you to our veh cle? (Le: the customer talk, let them reinforce the vehicle in their own words). You know what think that is the best part about the vehicle name too. Here at Main Motor half of our business is repeat or (referral did someone send you into us?

(Referral) Search customer, yes they did buy from us:

(New) So this is your first experience great! I will be the facilitator in this process.

You mentioned earlier customer's needs drew you to the vehicle. Is there anything missing on your current vehicle that you must have on your new car? (Let them talk & reinforce) It looks like we have several in stock with those options.

So I can help you make a decision based on those options, are you available this afternoon or this evening? (Get the date and time)

The number on my caller ID is that your cellphone? In case the vehicle gets sold between now and then, would it be alright for me to send you a quick text to update you? If yes, I am going to send you a text to let you know when you get it. (Opt in as needed, send text to let them know what it looks like) Do you need directions? (Provide as needed)

Let me do this. When you come into the dealership I will have you ask for my Sales Manager, manager name. They will have the notes on our conversation and will be ready to help you.

How do you spell your first name & last name? That is the same on your driver's license?

Customer name, I have you booked at date/time to meet with manager name on the MAKE/MODEL. If you have any additional questions my name is your name my number is your number and we look forward to seeing you soon.