

Departmental Action Plan Template

Student Name: Daniel Easton

Class & Student Number: N344

Academy Week (Var II): August 12-15, 2019

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

The situation I am addressing is related to staffing. We are currently understaffed on sales consultants. I would like to maintain a staff of 15 certified consultants at our store with an open sales floor concept. My goal is for each consultant to average 12 units. This would allow the store to reach the volume needed to make the variable department profitable.

Overall Objective and **Specific** Desired Results:

The goal is to sell 120% of the new car Hyundai sales objective. If the store reaches this objective it will generate additional revenue for the dealership by adding an additional \$700 per car stair step money from Hyundai.

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

All new deals will be controlled by the sales desk. Each sales consultant will complete a guest sheet on every customer and bring it to a manager. This will allow the desk manager to put the customer on the right vehicle, control the flow of the deal, maximize gross, and secure the deal. This process will also help with the floor plan, aged units and ensure an increase in overall gross profit.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Short term would be monthly meetings with management to review progress

Long term 4 quarterly checkpoints

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: Entire staff including management team
- b. What: Need complete buy in from all staff
- c. By When: September 1, 2019
- d. How: Create process and procedures document for sales consultants and receive written acknowledgement from each that they have received, read and understand the process. Consequences for not following the process would be verbal warning and then if not followed a 2nd time daily internet leads would not be provided to them. Management team would deliver weekly trainings to sales team.

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:
