

Departmental Action Plan Template

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Class & Student Number: 343-28

Academy Week (Var II): New Car week

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

We did not have a true BDC in my dealership. All sales call just rang to all the sales peoples or two receptionists desk and we were missing potential clients every minute

Overall Objective and **Specific** Desired Results:

Establish a BDC to capture all incoming calls and have them train with me on best practices learned in class and gained from other academy students. We hope to gain a increase in our appointments along with meeting our clients needs better through proper prep or the car and information they are looking for.

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

I will be working with the GSM to establish where our real areas of opportunity are and working from there. I have hired three people to fill the BDC. I am currently working on the pay structure of each individual along with a system to grade their performance. We will need to have a set schedule that include breaks and lunches to assure that all calls are captures and followed-up with. I have managers from all departments working on phone and email scripts, fixed operations as well, so that we get the best responses and selling techniques by looking at it from everyone's different perspective. We will measure the performance on the BDC from our phone system along with number of appointments set and number of clients that show up for said appointments. Phone call performance will be based on the length of the call, missed calls and number of engagements created. I will also have a weekly meeting with the BDC employees where we will listen to some recorded calls, that will be preselected, to point our great performances and to show some areas of improvement we can make. I think it is a heard thing to really nail down measurements past these areas, but one of the biggest measurements we will use is if sales increase. As a part of the family here we are really looking to modernizing our stores and being able to help our clients get information fast and easy so that they will feel 100% comfortable with the buying process here.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Short term: In July we will hire our staff, establish the job duties and schedules

Mid July All managers are to turn in their scripts, Have computers, phone and equipment setup in new space

End of July we will have the office ready and the staff will start. Onbarding and training will take place before they are live on the phones

Long Term: August- September will be two months of constant measurement and listening in. We will look that each sales person is schedule 2 appointments a day, Calls for service appointments should last no longer that 4 minutes. Weekly and monthly reviews will happen. We hope this is so successful that we can explain this and establish teams with sales people and their specific BDC representative.

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, Used Car Manager, F&I, Service and Parts Manager. Directors
- b. What: Establish a BDC
- c. By When: End of July
- d. How: By having a solid process and hiring the right people. Consistent monitoring by the Directors and Managers.

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:


