

# Departmental Action Plan

Student Name: Dustin Peck

Class: N317

Student Number: 42

Academy Week: Variable II

**Current situation or challenge you want to address based on the Jennifer Suzuki Outline: (must be quantifiable)** *We are getting roughly fifteen hundred phone calls per week and one thousand good internet leads with a closing ratio of only ten percent phone leads and nine percent internet closing ratio. With no phone script or internet training we are looking to capitalize on Jennifer Suzuki phone and lead training to raise our overall appointment by twenty percent and raise our sold units by ten percent*

**Overall Objective and Specific Desired Results:** *To raise our overall appointment shown by twenty percent and sold by ten percent, and have daily training with the salespeople and all people that handle the phone and get internet leads.*

**Our overall objectives for the new CRM and appointments are:** *Our overall objective is to increase our appointment and closing ratio by using Jennifer Suzuki 10 Steps to Setting the Appointment 1. Exclusive pre-booked meeting 2. Offer dates and times for an appointment "offer at least two times 3. Explain that you will send an appointment confirmation by email 4 question will you ask to confirm the prospect's email. 5. Offer to give directions to the dealership 6. Ask the prospect for their cell phone number 7. Ask for permission to send your contact information to the prospect in a text message 8. Summarize in the actions you will do to prepare for the appointment 9. Ask the prospect to call you when they are on their way to the dealership? (Gain their commitment) 10. What will you say to help the prospect find you and the vehicle when they arrive?*

**Describe your action plan in detail (be specific and include before and after measurements)** *Our action plan is to you Jennifer Suzuki phone training and appointment making training 1. Conveying communication 2.Outbound phone training 3. Appointment training, we will have constant training and Kahoots with a major focus on one on ones and live phone training. Classic Chevrolets closing ratio is at a dismal nine percent with internet leads and our shown appointment ratio is only around twenty percent after implementation of the new training and process we are looking at doubling both facets of measurement*

**Timeline:** *Describe specific short term and long term checkpoints to monitor progress*

**Short Term:** Short term checkpoints will be measured daily by our CRM and monitoring of all incoming and outgoing phone calls VIN and CallSource will record all calls so we can make sure the process is being followed

**Long Term:** Long term checkpoints will be measured monthly by CallSource monthly report and our CRM, will place major emphasis on everyone using the ten step process presented by Jennifer Suzuki in addition there will "pain and gain" aspect associated with the managers pay plan based on closing percentages.

### **Meeting with Stakeholders (dealership personnel)**

**Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences (PAIN, Gain, Pain). Include timelines / Accountability / Monitoring process** there will "pain and gain" aspect associated with the managers pay plan based on closing percentages. Everyone will be required to know the ten step process of phone calls and leads just like they know the steps of the sell, training will be done every day to ensure the process is being followed, the time line will be in effective August 1<sup>st</sup> 2017 all sales managers will be held accountable and making sure the salespeople are properly trained. Yours truly will monitor the process and progress of new training

**Who:** GSM sales managers, BDC, salespeople and operator

**What:** Changing the culture and making the phone training mandatory

**By When** Effective August 1<sup>st</sup> there will be mandatory training and within the first week we expect to see results

**How:** Managers will be required to make sure the training is getting done the correct way and done daily Yours truly will monitor the process and progress of new training

Dealer agreement: