

Departmental Action Plan Template

Student Name: Cabrera/Tritel

Class & Student Number: N345, 23

Academy Week (Var II): July 15th

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

We have struggled to recruit, hire and maintain sales consultants. We have been trying to get to 10 for VW and 10 for Acura but have been averaging only 12 or 13. We are in a cycle where we hire 3 and usually none last more than 90 days.

Overall Objective and **Specific** Desired Results:

We want to increase our count to 10 total (5 Acura and 5 VW). We want to retain our new hires by creating a three year career path for them.

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

We are committing to make the time to contact all candidates and all are interviewing with the GM and GSM.

We are presenting candidates with 2 pay plan options. One of which has a greater salary component and the other is a traditional pay plan based more on gross. After 90 days we will look at the total amount of sales and gross opportunities to reevaluate which pay plan will give them the opportunity to earn more money.

We have reduced the training time for seasoned salespeople from weeks to just a few days. In the past we would lose seasoned salespeople due to our training timeframe.

Before we had 12 sales consultants and our goal is to get to 20. Our goal is also to reduce our sales consultant turnover to under 30%.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Beginning 6/15 with 12 sales consultants. We plan to be at 20 sales consultants that have completed our training process by 9/30. We will begin calculating turnover by 9/30 and each quarter thereafter.

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: GM, GSM, Director of Training, Accounting Manager
- b. What: Focus on retention, Training, and individual goals for sales staff
- c. By When: 9/30
- d. How: We will dedicate the time and effort to hiring good quality people. We are going to commit to give them the support they need to retain them for at least three years.

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:
