

## Action Plan

Student Name: Daniel Cross

Class: N319

Student Number: 03

Academy Week: Variable II

### Current situation or challenge you want to address based on the Jennifer Suzuki Outline:

The current situation is that we have NO phone skills. I plan to create a phone script as outlined by Jennifer to help our salesman and our dealership succeed.

### Overall Objective and Specific Desired Results:

I plan to create a phone script for better customer experience, and it will also help us sell more cars. I think by enforcing a phone script, our sales will go up 10% EASLIY. I'm not as focused on the "script" aspect, as I am just phone skills in general. However, following the script will defiantly be the starting point for my action plan.

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

**Timeline:** After graduating from the NADA, I plan to create a complete action plan for the dealership and every department. I anticipate this processes taking about 2 months to complete. A phone script will be towards the top of the list for sales

**Short Term:** As soon as I got back from Variable II, I discussed with my dad (the principle) about the importance of a phone script and phone skills in general. We plan to have a meeting soon and conduct some training like we learned in class. We will be doing lots of roll playing.

**Long Term:** Again, once I graduate the Academy, I will create a complete action plan for the dealership. At the top of the list for the sales department will be to create a phone script to increase our phone skills. I foresee this happening a couple months after I graduate the academy.

### Meeting with Stakeholders (dealership personnel)

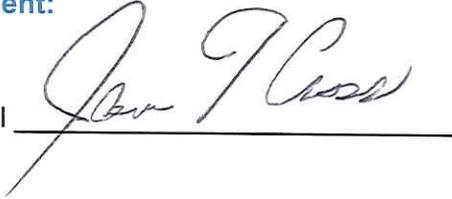
Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences (PINO, Gain, Pain). Include timelines / Accountability / Monitoring process

There will be a TOTAL behavioral change required to complete my goal of a phone script and better phone skills. We have 3 salesmen, all whom think they "excellent phone skills". HOWEVER, that was completely debunked when we did the mystery shop during Variable II class. I take responsibility for their poor phone skills. I have not equipped them with ample training videos, exercises, or live training practices. I plan to take the lead on conducting

training on phone script and skill. I will include the videos that Jennifer Suzuki shared with us, the training she taught us in class, and I will also included lots of roll playing.

**Dealer agreement:**

Dealer Principal

  
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