

Departmental Action Plan

Student Name: Jason Good
Class: N319
Student Number: 46
Academy Week: Variable II

Current situation or challenge you want to address based on the Jennifer Suzuki Outline: (must be quantifiable)

Enhancing our appointment setting for customers outside of our DMA on Internet leads. We are getting appointments on this segment about 10% of the time.

Overall Objective and Specific Desired Results:

To increase our appointments on this segment to 20%.

Our overall objectives for the new CRM and appointments are:

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

Within this segment the leads consisting of a “site-unseen” appraisal has been dragging our percentages down. Often these trades are thrown in after the competitive pricing is provided on a new car or market based pricing is a given on pre owned units. We will begin by offering time-saving steps upon a physical appraisal and building value with doing business with us. To accomplish this we will incorporate the elements of Jennifer Suzuki’s program, by coaching up manager’s and sales staff and holding them accountable by utilizing the provided worksheets. Further, if a trade value is demanded before an appointment we will, while with the customer on the phone, provide 3 values using the CarGurus or other 3rd party site of prospect choice...trade value, private party value and retail value. We will then set the appointment.

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

Short Term: By August 31st increase to 15%

Long Term: By September 30th increase to 20% and then readjust and create higher goal.

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

Who: Dan Zoda, Internet Director/Nicole Quezada, NC Manager/
Charlie Mohr, PO Manager

What: Watch Jennifer Suzuki videos, complete managers' checklist and coaching worksheets, then download all resources for each manager and associate.

By When: August 15th

How: Begin with individual managers reviewing of the video modules, and downloading resources pdf files to desktop. I will then meet with the manager's as a group to implement learned practices and roll out of new processes.