

# Departmental Action Plan Template

Student Name: Ryan Schlechte

Class & Student Number: 352-13

Academy Week (Var II):

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

The Current situation that needs to be addressed at my dealership is that we have no true training process for new hires or continued training for current sales staff. This is a major problem for the fact that the true cost of new hires is unknown when customers don't buy from us it costs roughly \$3000 and no one truly knows how many deals your not getting by having a new person handle them over a veteran salesperson. Also, it is extremely hard to even get people in the door to begin with. Also, how much more can we get out of veteran sales staff by providing continued training and education? I Believe that after 90 days of continued training we should see an increase of 10% in sales from our veteran sales people and after 180 days we should be able to measure the less turnover from the new hires.

## Overall Objective and Specific Desired Results:

The overall objective here would be to have 18 salespeople and keep turnover down to a minimum of 50% for the year. Some turnover is good turnover and I believe that some people will just not get it and should be moved out of sales. My specific desired objective would be to hire 10 people for sales this year and only lose 5. This would let us finish the year with 18 solid sales people.

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

The plan is to develop a training book that will detail out what we will train on every single week for the year. I will design a monthly training at the beginning of each month depending on what we thing we need to work on for the month. This will be a guideline for both sales managers to follow so each team is focusing on the same thing ever week. Currently our core team produced for 2019 as follows

Ray- 206 for the year. A 17.1 per month average

Karl- 200.5 for the year. A 16.7 per month average

Geoff- 194.5 for the year. A 16.2 per month average

Tyler- 193.5 for the year. A 16.1 per month average

John- 167.5 for the year. A 13.9 per month average

Leon- 137.5 for the year. A 13 per month average

Chris- 131 for the year. A 11.4 per month average

Todd- 131 for the year. A 10.9 per month average

Wendy- 127.5 for the year. A 10.6 per month average

Dave- 104.5 for the year. A 8.7 per month average

The rest of the team is comprised of 5 more sales people that have not been here for a full year. With these numbers and the people that have left we sold an additional 548.5 units.

My Plan is to create the training book and then lead by example and start doing the training 1/1/2020. I will spend the first 30 days of the new year handling all the training myself with my sales managers in the room with me. Starting 2/1/2020 my sales managers will then be responsible for the training themselves and I will attend the meetings twice a week at random to make sure that the training plan is being followed. I believe by providing continued education, this should get a 10% increase from our core group of salespeople and help stop the turnover with new hires.

## Timeline:

Describe specific short term and long-term checkpoints to monitor progress

The short term for this is the first 30 days of myself controlling the training and showing my managers what I want done by doing it myself.

The long term is that the book that I have created will need to be monitored and spot checked by myself twice a week at random to make sure it is getting done.

## 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

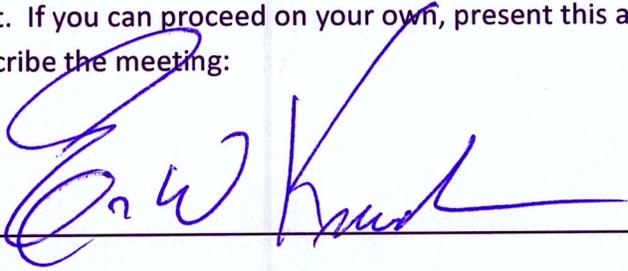
- a. **Who:** Sales Manager's. They must understand the importance of training and how much it truly costs the dealerships and themselves to have untrained or improperly trained sales staff
- b. **What:** Daily training Schedule. This will provide a format to be followed to get the discussion and training started each day. Also, it will keep the team on the same page since we have two separate crews.
- c. **By When:** 1/1/2020

- d. **How:** By creating a specific timeline with certain things to be trained on weekly. I will create the training for the month at the beginning of each month depending on what we believe that we should be working on at the time.

### 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:



A handwritten signature in blue ink, appearing to read "E.W. K...". The signature is written in a cursive style and is positioned above a horizontal line.

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