

Departmental Action Plan Template

Student Name: Axel Johnson

Class & Student Number: 352-03

Academy Week (Var II):

Current situation or challenge you want to address: (must be quantifiable) We have a lack of phone skills with our salesmen. They are not asking the right questions and not being formal or consistent with how they take calls or make the call if outbound.

Overall Objective and Specific Desired Results: I want a uniformed call script for both inbound and outbound calls. I want everyone to have the same professional call tactics.

Describe your action plan in detail (be specific and include before and after Measurements) I am going to sit down with our BDC manager and make out a script for both call situations. Once we have them we will go through it with our sales teams in small groups to make sure they understand the importance of the calls they are taking and making

Timeline:

Describe specific short term and long term checkpoints to monitor progress

So with this we are aiming to have a higher show rate for appointments. Right now we have a 50% show rate. I would like to see this jump to 80% by end of June. I know that this will not be an overnight process. First goal is to be at 65% by the end of February.

This will take great diligence and training on the new script to get us to our first goal. Then 70% by end of March because I know the gap will be tougher to close when numbers start to rise. Then 75% by April 15 and reach the 80% mark by the end of June. I will be tracking this weekly with spread sheets from our BDC department so they know where they are at as well.

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. I am concerned about the push back we are going to get from the staff because it is something that we haven't done before.

- a. **Who:** Sales staff
- b. **What:** Behavior change for all involved in sales sides
- c. **By When:** 2/1/20
- d. **How:** We have to take the time to actually train our guys for the better. I know personally that we do not have good training from the time when I was on the floor. We will take the time and slow down the learning process by not just handing them the paper and saying this is what your going to do.

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: Meeting went well and owners understood and are behind the change 100% and process is in full effect.
