

Departmental Action Plan Template

Student Name: WILL SCHNAUTZ

Class & Student Number: N352

Academy Week (Var II): VI

Current situation or challenge you want to address: (must be quantifiable) NUMBER OF ONLINE LEADS CONVERTED INTO APPOINTMENTS

Overall Objective and **Specific** Desired Results: CURRENT CONVERSION RATE IS JUST BELOW 5%. OBJECTIVE IS TO INCREASE TO A MINIMUM OF 10%

Describe your action plan in detail (be specific and include before and after **Measurements**) INSTITUTE A NEW TRAINING PROGRAM USING UP TO DATE METHODS OF CONVERTING LEADS INTO APPOINTMENTS. MONITOR RESULTS DAILY INSTEAD OF MONTHLY IN ORDER TO MAKE ADJUSTMENTS QUICKER.

Timeline:

Describe specific short term and long-term checkpoints to monitor progress NEW TRAINING PROCESS TO BE STARTED 2.15.20. 2 FULL WEEKS OF TRAINING ON THE NEW PROCESS. NEW PROCESS IN FULL ACTION 2.1.20. DAILY REVIEW WITH BDC MANAGER. WEEKLY REVIEWS WITH SALES AND BDC MANGER AND MONTHLY OVERVIEW MEETINGS WITH ALL MANAGERS AND OWNER.

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: OWNER, ALL AMANAGEMENT STAFF
- b. What: BUYING IN TO NEW IDEAOLGY AND PROCESS
- c. By When: 2.15.20
- d. How: FULL BUY IN AND CONSISTANT OVERSIGHT

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: ALL CONTRIBUTING PARTIES WERE PRESENT. INITIALLY THERE WAS PUSH BACK AGAINST CHANGE BUT AFTER NEW MATERIALS WERE UNVEILED AND CURTAILED TO FIT THE NEEDS OF OUR CLIENTS. ACTION PLAN WAS AGREED UPON AND EVERYONE ACCEPTED SOME FORM OF RESPONSABILTY TO INSURE THAT 100% COMMITMENT TO SUCCESS WAS MADE.
