

Departmental Action Plan Template

Student Name: WILL SCHNAUTZ

Class & Student Number: N352

Academy Week (Var II): 5

Current situation or challenge you want to address: (must be quantifiable) CURRENTLY WE ARE CONVERTING 5% OF OUR LEADS COMING THROUGH THE BDC DEPARTMENT.

Overall Objective and **Specific** Desired Results: TO INCREASE LEAD CONVERSION TO 10% BY MAY 1ST, 2020.

Describe your action plan in detail (be specific and include before and after **Measurements**) OUR BDC IS RUNNING OUT OF OUR STORE IN AUSTIN WHICH IS APPROXIMATELY 75 MILES FROM OUR CHEVY STORE. TO PREVENT CONFUSION FOR THE BUYER, WE WOULD BRING AN AGENT IN HOUSE. IN THEORY THIS SHOULD HELP WITH LEAD CONVERSION DUE TO A SEAMLESS HAND OFF FROM BDC TO SALES. WE WILL ALSO BRING IN NEW BDC MATERIAL PROVIDED DURING WEEK 5, TO HELP MODERNIZE PROSPECT ENGAGEMENT. BDC TRAINING WILL BE ADDED WEEKLY INSTEAD OF MONTHLY. WE WILL ALSO BRING IN OUTSIDE TRAINING TWICE A YEAR TO CONTINUE TO HAVE A FRESH PERSPECTIVE ON THE GOALS AND PROCESSES OF THE BDC DEPARTMENT. CURRENTLY WE ARE RUNNING OFF SCRIPTS THAT WERE WRITTEN IN 2014. IN 2019 THE BDC WAS RESPONSIBLE FOR ROUGHLY 30% OF OUR SALES WHICH EQUATED TO 306 DELIVERIES. BY INCREASING TO 10% THAT WOULD INCREASE SALES EXPONENTIALLY.

Timeline:

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

SHORT-TERM REVIEW WOULD BE CONDUCTED WEEKLY WITH THE HEAD OF THE BDC DEPARTMENT AND LONG-TERM REVIEW WOULD HAPPEN MONTHLY WITH ALL VARIABLE DEPARTMENT MANAGERS.

A GOOD START DATE FOR THIS ACTION PLAN WOULD BE MARCH 1ST, 2020. THIS WOULD ALLOW FOR NEW PROCESSES TO BE WRITTEN AND THOROUGH TRAINING TO TAKE PLACE. WE CAN START TO REASONABLY TRACK RESULTS WEEKLY FROM THIS POINT.

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 PERSONAL, BDC AGENTS, SALES MANAGERS
- b. What: NEW BDC POLICIES AND PROCESSES
- c. By When: JANUARY 15TH, 2020
- d. How: STAFF MEETING IN DEALERSHIP

OVERALL MORAL IN THE STORE AND THE BDC DEPARTMENT IS UNUSUALLY HIGH. EVERYONE IS VERY EXCITED WITH THE IDEA OF CHANGE BRINGING BIGGER PAY CHECKS. WORKING WITH A SEASONED CREW HAS LED TO AN EASY TRANSITION NOT AFFORDED TO MOST DEALERSHIPS. THE MOST DIFFICULT PART HAS BEEN BREAKING THE OLD HABITS OF INTERACTION AND THE TENDENCY TO GIVE UP ON A PROSPECT TOO SOON. ANOTHER OBSTACLE IS STAYING ON A CONSISTANT TRAINING SCHEDULE WHICH I BELIEVE HAS SLOWED PROGRESS BUT IS SOMETHING WE ARE GOIN TO REMEDY BY MAKING BDC TRAINING AND SALES TRAINING ONE AND THE SAME.

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:
