

# Departmental Action Plan Template

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Class & Student Number: A03 14

Academy Week (Var II): 5

Current situation or challenge you want to address: Low percentage of lease customers

Overall Objective and **Specific** Desired Results: Increase gross profit and customer retention.

Describe your action plan in detail (be specific and include before and after **Measurements**) We will include a lease payment option on all of our first worksheets when we present purchase options to our customers. Our lease penetration is currently less than 5% of our business, we'd like to increase this number to 10-15%.

## **Timeline:**

Describe specific short term and long term checkpoints to monitor progress

The implementation of presenting lease options on all customer's first worksheets will begin immediately. I will review our lease penetration

percentages monthly to see if there has been an increase in volume and gross. I will also review our lease penetration percentages annually so that I can measure for the desired growth and assess our opportunities for lease retention.

## 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: All sales staff members
- b. What: Must be trained on the benefits of leasing and how to present options to a customer.
- c. By When: Effective immediately, with monthly and yearly assessments.
- d. How: Role playing on presenting lease options, monthly follow up with management on lease penetration results. An assessment at the end of the year will also help determine the effectiveness of our implementation of these strategies and identify customers for retention.

## 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:

The meeting with my sponsor consisted of me presenting the assessed problem, low percentage of lease customers. It included a discussion of our current statistics and our desired goal. We are currently at 5% and we want to increase this number to 10-15% lease penetration. I also presented my implementation strategies and how we would monitor our progress. My sponsor was on board with the plan.

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