

Departmental Action Plan Template

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Class & Student Number: N353-21

Academy Week (Var II): Week Five, Variable II

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

We are always looking to be as efficient as possible and to maximize time that our staff spend at the dealership. Time is money! One of the areas of opportunity to improve are sales meetings.

We have daily shift meetings held by sales managers and weekend Friday meeting mandatory for everybody held by GSM. Meetings are always on time... Thru out the week: 8AM, 10AM and Noon. Friday meeting always start at 8:30AM. Attendance is not an issue since we are doing this for over 5 years and we created a culture by now. That being said our meetings are typically daily 20-25 min and 30-35 Fridays. Considering that every meeting is attended by 8 Sales representatives, and Friday's we have 32 sales representatives that is lots of time spend in meetings. Here is breakdown:

Tuesday, Wednesday, Thursday: 3 days x 24 sales x 25 min = 1800 min.....30 hours

Monday, Saturday: 2 days x 32 sales x 25 min = 1600 min.....27 hours

Friday 1 day x 32 sales x 30 min = 1024 min.....16 hours

That is total of 73 working hours spend on meetings weekly by sales reps.

Overall Objective and **Specific** Desired Results:

Overall objective is to have effective sales meeting that will last no longer than 15 minutes.

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

It is possible to have very effective sales meeting in 15 minutes or less.

Key is in preparation. Being ready to go!

Managers are going to have an agenda for the meeting. They will need to have handouts. Handouts are going to include part of daily training, recognition component, any specific incentives and any current opportunities for sales representatives to make extra money like New or Used old age units, etc. Handout will also include where we standing as a dealership comparing to our objective. This is definitely going to cut meeting time to 15 minutes or less and keep high effectiveness.

This is how keeping meetings 15 minutes or less will reflect our sales stuff time:

Tuesday, Wednesday, Thursday: 3 days x 24 sales x 15 min = 1080 min.....18 hours

Monday, Saturday: 2 days x 32 sales x 15 min = 960 min.....16 hours

Friday 1 day x 32 sales x 15 min = 480 min.....8 hours

That is total of 42 working hours spend on meetings weekly by sales representatives.

Total of 31 working hour saved every week. That is almost 1 hour a week which is half a day a month or six days a year that every sales person will have available to do something else to increase their income while they will be getting same message across.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

We are going to start implementing this for Friday meetings from 02/14/ 20.

Daily managers meetings are going to start this way from 03/ 01/ 20.

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 Managers. The days of winging it are over. Time is money. It is amazing to see how effective meeting can be and how much information you can give in 15 minutes if prepared.
- b. What: How to prepare for meeting, how to create handouts
- c. By When: By 03/01
- d. How: By spending time thru out the week individually with sales managers and showing them examples that I have from NADA Week 5. Audio and video from our week 5 morning meetings available on YouTube will give them right idea and show them how effective you can be. Me doing it for two weeks in Friday meetings prior them starting on March 1st will give them additional opportunity to learn and get better at it.

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:

Scott Redden
