

Departmental Action Plan Template

Student Name: Joe Wock

Class & Student Number: A03

Academy Week (Var II):

Sales Plan change.

Current situation or challenge you want to address: (must be quantifiable) a payplan is in place that does not motivate the sales staff, only 1 volume bonus in place and nothing paid for back end performance.

Overall Objective and Specific Desired Results:

Motivate the team to sell more units, increase back end pay & gross for the store

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

I've worked with Asbury Corporate to design a spread sheet that will show me Actual pay vs. modeled pay. The plan has to reduce sales comp while motivating the team to sell more. The top producers will make more.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

I have a draft in hand, I'll have it to corporate for approval by March 15th, in place by April 1st.

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: adam and JAMIE will coach & mentor the team
- b. What: to sell more & take advantage of the
- c. By When: better pay plan, volume bonus the team was
- d. How: comfortable selling to 10 cars because

The bonus stopped there, now it goes to 21 cars & pays on the back end. I plan on going through the changes with the team personally to gauge their reaction & to

Dealer agreement: make sure and address their concerns.

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:
