

Departmental Action Plan

Student Name: Richard Bewski

Class:N320

Student Number: N32014

Academy Week: Variable II

Current situation or challenge you want to address based on the Jennifer Suzuki Outline: (must be quantifiable)

After last class, and listening to Jennifer Suzuki, both in person and webinars, I realized how important the appointment process is. I created a spreadsheet to track New prospects, Sales, Demo Drives, quotes, and gross as a percentage of sales. I was trying to find where we were lacking so we could focus training on the individuals where it was required. I have learned there are strengths and weakness' for everyone, and moreso engage the sales floor to help share abilities which help them succeed. For example I have our strongest salesman not only selling the most, but he also holds the most gross. I want him to share tips, with colleagues who have the lowest retained gross.

In addition we have shared Jennifer's videos, and created what we now call the guest experience. Treat them like a guest in your house, value time by having demo's ready, confirming appointments utilizing sales manager if nec, and documenting as much detail about the client for further conversations and build relationships

While we cannot control how much traffic we receive, we can exploit the opportunities we are getting.

Overall Objective and Specific Desired Results:

Our overall objective is to have an increase in demo drives, presentations/quotes, sales and gross

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

As you will see in my attached spreadsheet, I am measuring the following;

NEW PROSPECTS
DEMOS
DEMO % OF NEW UPS
PURCHASE
CONSULTS/QUOTES
SOLD
SOLD / % UPS
SOLD / % DEMOS
SALES
GROSS
GROSS AS % SALES

My action plan is to first measure and create a baseline average, continuously and on a monthly basis enter the data to search out our weakness. My plan is to pair a salesperson who is weak in one area to one who is the strongest in that area for training. Next is to involve the individuals in creating an action plan for themselves and setting their own objectives to increase

Timeline: Describe specific short term and long term checkpoints to monitor progress

Short Term: On a monthly basis, this spreadsheet will be reviewed with individuals and they will know where they stand versus the rest of the floor.

Long Term: We will continue to compare month over month, annually and eventually same month of previous year

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

Who: sales managers responsible for data entry and interpretation

What: Implement training as required and set goals including staff in the process.

By When: immediately and ongoing

How: train, retrain fire!

Dealer agreement:

Dealer agree's and is interested to see results improve! The spreadsheet will be on a Manager Shared file for viewing at any time