

Action Plan

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Class: N319

Student Number: 07 & 10

Academy Week: Variable II

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

Increase our closing ratio, appointment shown ratio, and appointment closing ratio on internet leads. This should help us achieve the goal of 200 vehicle sold out of the internet department.

Overall Objective and Specific Desired Results:

Our overall objectives for the new CRM and appointments are: 200 vehicle sales from the internet department, 10% - 15% closing ratio, 60% - 75% appointment shown ratio, and 50% - 60% appointment closing ratio of internet leads.

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

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

Short Term: Month over month improvements in closing ratio, appointment shown ratio, and appointment closing ratio for new vehicle leads using the crm reporting to track progress. Looking for 1% - 10% growth in each measurement month over month.

Long Term: Quarter over quarter improvements in closing ratio, appointment shown ratio, and appointment closing ratio for new vehicle leads using the crm reporting to track progress. By 4th quarter of 2017 the internet department is expected to have reach 200 new vehicles, 10% - 15% closing ratio on new vehicle internet leads, 60% - 75% appointment shown ratio, and 50% - 60% appointment closing ratio.

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

Internet Sales Manager: Will be responsible for training the internet sales consultants on the new phone call process daily. Must create and submit training schedule and supposing documents to General Manager before each new month. Must set and monitor daily, weekly,

and monthly goals with each consultant and present the consultant with their progress daily, weekly, and monthly. Internet manager will be responsible for confirming all appointments as well as calling/emailing/texting each prospect to be their secondary source of contact if the prospect needs anything they may not be receiving from the consultant. The internet sales manager will be measured on the department as a whole and will need to report to the general manager the progress of the department on a weekly and monthly basis. He will be reporting the closing ratio, appointment shown ratio, and appointment closing ratio for the week, and the month over month and quarter over quarter trend.

Internet Sales Consultant: Will be responsible for following the trained process, completing the phone skill training, and completing the manufacturer product training. They must have 100% of their training completed every month. Must maintain a 10% - 15% closing ratio, 60% - 75% appointment shown ratio, 50% - 60% appointment closing ratio, and fulfill sold vehicle goals each month. If stats and goals trend down for 3 rolling months the consultant will be demoted to floor sales and must reach goals and stats for 3 rolling months to be able to qualify to be promoted to internet sales if an opening is available.

General Manager: Will be responsible for tracking closing ratio of lead sources and determining where to spend according to closing ratio and radius of leads. Decide to cancel or bring in radius of nonperforming leads and find new lead sources to get quality leads. Will meet with the internet sales manager weekly and monthly to go over performance and trends of the internet department.

New Phone Process:

- Represent themselves as a certified lead provider specialist of the particular lead source and a liaison of the dealership.
 - Example: "Hi <Prospects Name>, I'm <Your Name> your <Lead Source> specialist, calling on behalf of <Dealership Name>."
- Ask at least 3 one ask questions.
 - Example: "Is this vehicle for you?"
- Make a promise, set time table for delivery, and deliver on promise to earn trust.
 - Example: "I will send you a walk around video of the vehicle within 1 hour of ending this call."
- Transition the call towards explain time saving benefits and set expectations for the process.
 - Example: "I will have the car gassed, detailed, and running at the time of the appointment for you."
- Earn the prospects respect by explaining the team that will be there for them.
 - Example: "I will have a professional vehicle appraiser here for you when you arrive."
- Set firm appointments and offer 2 dates and 2 times to give the prospect options.
 - "I have Today or Saturday available at 10:45am and 3:15pm, which works best for you?"
- Make tentative appointments if you can't set a firm one. Set a time to follow up to confirm a firm appointment time.

- “So I’ll put you down for Tuesday at 10:15 and with follow up with you Monday at 10:00am to confirm a firm appointment once you’ve talked to your wife.”

Dealer agreement:

Dealer Principal/ General Manager agrees to the following action plan. Progress of the action plan will be report weekly and monthly by the Internet Sales Manager. Sales goals of 200 new vehicles, 10% - 15% closing ratio, 60% - 75% appointment shown ratio, and 50% - 60% appointment closing ratio of internet leads will be met by December 31st, 2017.

_____	_____
GM/DP Signature	Internet Sales Manager Signature
_____	_____
GM/DP Print Name	Internet Sales Manager Print Name
_____	_____
Date	Date