

Departmental Action Plan

Student Name: Matthew Walters

Class: N319

Student Number: 12

Academy Week: [Variable II](#)

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

We are slightly outside a major metro area and have to provide phone call prospects a compelling reason to drive 20 minutes outside of the city to visit our store. The area of Jennifer's training I am going to focus on is using ways to present the value we offer to prospects who call the dealership.

I can quantify this objective by listening to phone call recordings to figure out how often we are mentioning our value proposition. For example, if I listen to a number of phone calls, I can determine what percentage of phone calls my salespeople are mentioning our "why buy" message.

Overall Objective and Specific Desired Results:

My Overall objective is to ensure my salespeople are talking about the message we use for advertising; we are outside the city which means we have lower costs and can sell cars for less money than the "big city stores", all while offering a more comfortable, small town buying experience. This message is heavily advertised and should give people from our large metro area to make the trip to our store. It will also keep our value proposition front of mind and is consistent with our advertising.

My desired result is that every time a phone call comes in, we present the value we offer and give a competitive advantage over other dealers in the area.

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: First I will listen to 20 current phone calls and determine how often our value proposition is mentioned. I will then have my manager who does the training explain our expectations for phone calls and watch the Jennifer Suzuki videos with our sales people. We will make it clear that our expectation is that every time a phone call comes in, we mention our value proposition. After I feel as though the sales people have been trained and our expectations are understood, I will then listen to a sample of 20 phone calls monthly to see how often our value proposition is being mentioned. I will share this percentage with the salespeople monthly, so they understand the importance of this exercise.

Long Term: After six months or so, we can determine if this training has been effective and retrain if necessary.

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: Kelly Balmer is our manager in charge of training. She will be responsible for conveying the importance of our message to the salespeople.

What: Sales people need to be incorporating our “why buy” message into every phone call to inform the customer of our value proposition in the short time they have on the phone with them.

By When: I will monitor progress by listening to phone calls monthly. I feel as though we should be able to make this change in a month with enough training. I will determine the effectiveness after 6 months.

How: With training and retraining we will be able to change this into a habit. My manager in charge of training sits in the showroom and should be able to listen and correct a lot of calls directly on the sales floor.

Dealer agreement: