

Departmental Action Plan Template

Student Name: Ty Safaryan

Class & Student Number: N319

Academy Week (Var II): Week 5 (June 5-9, 2017)

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

(Homework modules assigned)

Getting customers to show up for their appointments has always been a struggle for us. We use a BDC and they are on a script style setup. I decided to modify their scripts to provide some of them suggestions Jennifer gave to try & help more clients arrive for their appointments.

Overall Objective and Specific Desired Results:

Gaining customers confidence & trust and ultimately getting them to show up for their appointments.

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

I modified the BDC scripts to include tips Jennifer suggested. The now will repeat back everything the client gave them on the phone plus provide details about how they will save them time. Such as:

- We will have all the paperwork prepared in advance, this will save us some time when you arrive at the store.
- I will have the _____ Vehicle are interested in pulled out of inventory, Washed, gassed, Pulled up front & have the AC (heat) pumping for a comfortable ride)
- (If they have a trade)I have scheduled our appraiser scheduled for your appointment time

- Etc.

After providing all the time saving benefits, I have added that they gain confirmation from the customer. Requesting them to contact them when they are 30min away from the store.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

- Immediate: adjust used scripts to include time saving benefits & appointment confirmation
- June 17: Listen to recorded incoming phone calls to insure scripts are being used. Share feedback with management
- June 26: Further listen to calls to insure “tweets” have been made. Have follow-up meeting with BDC to see feedback from them & suggestions.
- June 30: Compare appointment ratio vs. prior to change
- On-going: monitor & make improvements as needed.

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:** Sales Manager
- b. **What:** Insure BDC uses suggested changes
- c. **By When:** End of June (complete)
- d. **How:** Listening to incoming calls & making changes as required.

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:

Being the dealer principle I was able to implement this on my own.

Progress:

As of July 5, I am happy to confirm that our sales call to appointments have increased by 10%. We are slightly modifying it to gain a bigger increased based on feedback from the BDC & the sales managers.