

# Management Action Plan – VO1

Specific – Measurable – Achievable – Relevant – Timely

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Class & Student Number: NADA 358

## Current situation or challenge you want to address (narrow your focus):

We are currently receiving more than 200 leads daily, the challenge that we are facing is that my sales team and depending 100% on my BDC department to set the appointments and touch the leads.

Lack of proper follow up is leading us to lose deals and hurting my ROI

## Overall objective (goal) and specific desired results:

Sales people should be the first who touch the leads and build the rapport with the customers, then the BDC will be used as our sales support by covering all the missed and older opportunities.

## Describe your action plan in detail (including before and after measurements):

- In house training (lead handling and best lead practices)
- Set a new hiring process that force every sales applicant to pass through a sales training class before he/she receive new leads
- Tracking my salespeople daily performance
- Team leaders will be responsible on not only closing deals but also assuring all the calls and task has been completed.
- Any salesperson that have more than 50 overdue tasks will be taken out off new leads rotation

- No salesperson is protected in any deal if he didn't set the appointment himself without depending on the BDC,

**Timeline:** What is your implementation date? Describe specific short-term and long-term checkpoints to monitor progress.

Implementation date was June 1<sup>st</sup> and since the beginning of the month we felt a big difference in our shows and sold, we did our best month in May and pacing another great month for June, my long term checkpoints will be creating a new and used depts for sales and BDC department, because I believe that will enhance our performance with used cars.

### **Meeting with Stakeholders (dealership personnel):**

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences, including timelines / accountability / process monitoring activity.

Sales department need to focus more on having a quality process rather than getting caught up with the day to day complication, training is needed by the depts heads especially from Raed Malaeb by Internet Sales director to train my sales people on lead best practices by having early daily classes and managing the practice by guiding and shadowing the team. With a time frame no longer than 1 month from now which means by the end of June we should be all dialed in.

### **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:

Signed by:

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