

HOMWORK – ACTION PLAN

Name Nate Parks Date 7/11/2020

Dealership: Tyler CDJR

S Specific **M** Measurable **A** Achievable **R** Relevant **T** Time-bound

What is your current situation and challenge you will address?

We do not currently have an outbound phone call process. For internet leads specifically, the initial response includes a day 1 email and day 1 phone call, and each of these are critical steps in the process. However, we do not currently have any formalized framework for the first call, which is definitely hurting our internet lead closing ratio.

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

Example: *"I will decrease my 5K run time from 30 minutes to 21 minutes by June 15."*

My goal is to increase internet lead closing percentage from 4% to 10% by December 31, 2020.

- How does this goal align with or support your dealer's vision?
- What are the BENEFITS of achieving your goal? What are the CONSEQUENCES if you don't?
- Why is this goal important to you?

Internet lead closing percentage has been a big discussion for several years within our management team, but we have had trouble moving the needle. With the industry trending towards digital and internet business becoming very important, our dealership recognizes the importance of succeeding in this part of the business. If we achieve this goal, we will sell on average 18 more cars per month, which will contribute \$40-\$45k additional monthly gross profit. If we do not improve, we risk losing business to competitors, and ultimately the opportunity to sell and service those customers and their referalls in the future.

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What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/ STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Engage Phone trainer to discuss action plan		Owner/GM	Formalize game plan from training/implementation	7/15/20
Train staff		Phone trainer, sales managers, sales staff	Sales staff will be better equipped to handle outbound phone calls	7/31/20
Measure results		Management and trainer	Review for areas of growth and improvement	Monthly beginning 8/31/20

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How will you track your progress? What specific metric(s) will you track? At what intervals will you check on the progress?

We will track daily reporting from our phone vendor who currently records and grades all inbound phone ups. We will have this company do something similar for outbound. Monthly, we will check closing percentage for internet leads and investigate the reasons for the results.

Potential Obstacles?

- Sales staff lack of engagement
- Difficulty monitoring

Potential Solutions?

- Tie internet lead distribution to high performers
- Hold vendor and management accountable to review process

BOTTOM LINE! What is the financial impact (expressed in dollars) of achieving your goal?

If we can improve closing ratio of internet leads from 4% to 10%, we will gain \$40-45k additional monthly gross profit in the sales department, plus the additional recon, F&I, etc. of the additional volume.

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Once you've accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

Consistent monitoring from our phone trainer and monthly review meetings between ownership and sales management, and management with the sales staff.

Describe any planning or implementation meetings conducted as part of development of your plan.

Noted above. This will not be a major implementation for us, as we already have a similar process for inbound calls.

Sponsor Signature: _____