

Verification Form Regarding the Departmental Action Plan

Fixed Operations 1 Week Post- Class Homework Assignment

Dear Academy sponsor,

One of the post-class homework assignments given to your manager at the conclusion of week two at the Academy is the Departmental Action Plan form. The student's assignment is to show you the format of the assignment, explaining to you the purpose of crafting a departmental action plan after week 2 of the Academy. This assignment will be completed four separate times, (classes 2-5) after the student has attended the fixed operations 1 parts week, the fixed operations 2 service week, the variable operations 1 class week and the variable operations 2 class week. The progress of the student's departmental action plans will be assessed by each of the Academy instructors in weeks 2 through 5 of the Academy. Please sign this form below which indicates that the student has reviewed the departmental action with you, and have your student bring the form with them, when they return for their fixed operations 2 parts class. We will collect these forms at that time from the students. The student will receive a pass/fail grade, based upon whether they submit this form signed by you. This is being done in order to verify that each student has shared the Departmental Action Plan with their sponsor.

Thank you for your cooperation.

Sponsor's Printed Name Rich Newsom Sponsor's Signature 

Date 08/31/20

Very truly yours,

Departmental Action Plan

Dealership Germain Toyota of Columbus

Student Name D'Lacy Stith

Academy Week Week 2

Class & Student Number N367

Current Situation

During our in class session at NADA Academy Parts Week, we phone shopped my dealership. There was no attempt by the parts associate who answered the call to collect any customer information from me. Nor was there any attempt to sale me the part I inquired about by obtaining prepayment, setting an appointment, or any type of discount or incentive. This leads me to believe we do not have any type of plan, script, process, or training in the Parts Department as it pertains to a sales call.

Overall Objective:

The overall objective would be to implore a similar training, script, and process, to a parts sales call as we do to a vehicle sales call. By doing so we will be able to measure and capture more sales opportunities in the parts department. This will also allow us to hold associates accountable for sales production via the telephone.

Proposed Time line

Staff trained and using script by November 1, 2020 Training to be ongoing monthly thereafter.

Action Plan

1.) Meet with Brandon Flora(parts manager) to align him with our goals. 2.) A call with Marcom Technologies(our phone training partners) to align them with our goals. 3.) Train all parts associates responsible for taking sales calls. 4.) Roll out our new operating procedures.

Requirements

1. Implement a similar training, script, and process to a parts sales call as we do to a vehicle sales call. With the implementations of these strategies we will be able to measure and capture more sales opportunities in the parts department. This will also allow us to hold associates accountable for parts sales via the telephone.

2. The call "frame work"(script) will be trained weekly. Marcom Tech will monitor, score and record EVERY sales call. The score will be based on all parts of the call "frame work"(script) being used. They will offer immediate training/critique/accolade on every sales call taken based on effort, attitude, and score.

3. If call frame work is not being used, the associate will be given 1 on 1 training by his manager, as well as our Marcom partners. If frame work continues to not be used, the ability to take calls will be temporarily taken away from the associate. Until the call frame work is committed to memory and the associate can display that they are able to commit to our process they will not be permitted to take calls.

4. Calls will be recorded and reviewed daily. Feed back on every call will be given to the person who took the call.

5. No cost greater than our current contract with Marcom Technologies will be associated with this initiative.

Projected Date of Completion:

November 1 2020

Sponsor Signature:



Evaluation of Results: Include measured results.

(± Metrics)

Impact Areas:

Sales / Gross / Expenses / Net Profit / CSI /