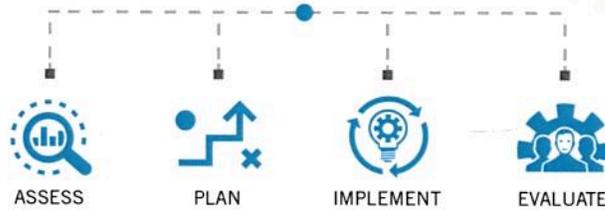


# ACTION PLAN



## TUESDAY

What is one thing you will do differently as a result of what you learned in this section?

Defined Process For Digital Retailing That Explains Each Step In The Guest Experience. Currently Have Digital Retailing However, It Is An Add-On, Not A Process

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

We Will See An Increase of Our Closing Percentage As Well As Overall Guest Satisfaction.  
If We Don't, We Will Create A Pain Point For Guests

What might be obstacles or barriers to implementation back at the job?

Switching The Mindset To Being OK That A Deal Is Almost 100% Done Online And That We May Give All The Info With No Return

What are a few things you can do to overcome these obstacles or barriers?

Train In The Process! The More We Train, The Smoother It Becomes And The Less Likely We Will Have Issues.

List the steps you will take to implement the things you will do differently:

- ① Meet With Marketing To Re-Brand Digital Retailing
- ② Put Process In Written Format
- ③ Educate / Train Sales Team
- ④ Review Pain Points And Adjust As Needed

Start date: October 1<sup>st</sup>, 2020

Completion date: October 30<sup>th</sup>, 2020