

## HOMWORK – ACTION PLAN

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Dealership: Glendora Hyundai

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

What is your current situation and challenge you will address?

Appointment Show averages. We would like to increase our phone skills and the ability to close an appointment properly and also removing the need to put a customer on a specific car and or price.

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 train the BDC to properly assess the customer based on needs and fact finding. Also to present the benefits and values of the dealership and its staff and to control the call. I would like to try and increase my show rate to an average of 2-3 people per sales person per day. I would like to achieve this goal by 11/01/20

- 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?

The vision of my dealer is a minimum of 2 shown appointments per day, assuming the close is accurate if we have 3 appointments shown we should be closing at minimum 1 of these per day. When we say close this means the customer coming to us or the vehicles coming to the customers house via internet touchless sales. The benefits will be increased car sales, increased visibility and also staying ahead of the times. The consequences would be not adjusting to the "new normal" and also not selling to the customers needs rather than our own. Also we would be crazy to continue to do things the same as before and expect new results or increase in anything within our dealership growth.

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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
Meet with staff to discuss training path and set expectations	CRM, possible training company	BDC, Sales managers and Sales People	increased customer appointments shown	10/01/20 no end
Perform role playing exercises consistently	Phone, people, play book	BDC, Sales managers, closers, and Sales People	Proper conversations on the phone or via email that result in close ended questions and control of the sale	10/01/20 - no end
Review and meetings	Expectations list and follow up log	general manager, BDC, Sales managers, closers, and Sales People	consistent calls and emails	10/01/20 - no end