

Departmental Action Plan Template

Student Name: Michael Swiderski, Bruce Thomas

Class & Student Number: NADA 321; student #12 and #41

Academy Week : Variable Operations II

Current situation or challenge you want to address based on the Jennifer Suzuki Outline: (must be quantifiable)

We want to increase the numbers of confirmed (by a manager) appointments shown.

Overall Objective and Specific Desired Results:

The objective is to increase the numbers of confirmed shown appointments, so that we can get the customers in the building and wow them with our customer service. We are usually in the 50% range of confirmed appointments, but feel, with the right training, and manager participation, we could get to a 75% show percentage, and close at least 50% of those deals.

Describe your action plan in detail (be specific and include before and after measurements)

By following and instilling the ideals presented by Jennifer Suzuki on how to improve the quality of appointing setting by our sales teams, we hope to double the number of appointments that are set. We have reached out to have someone from Jennifer's team to visit our dealerships. Until that visit can occur, we will use modules and weekly training sessions on how to handle both inbound and outbound calls. Each session will be used to teach, demonstrate, and apply the phone process. Our internet manager will lead the training classes to teach proper, enthusiastic introductions; to teach how to present the value in our dealership, our people, and our culture; to teach how to do a mini-needs assessment, to review the vehicle and identify flexibility;

and how to set the appointment. Each of these items are to be demonstrated by our internet manager, and then applied through group activities and role playing.

As the appointments are set, our sales managers will be responsible to confirm all appointments, all the while continuing to build upon the trust, time savings, and respect that we've created with the original appointment setting,

Timeline:

Consistent and daily monitoring of appointment activity via eLeads is the starting point. Sales managers will be required to bring the data to the weekly department head meetings of who they've confirmed, who showed, and who sold. Also, keeping an updated motivator board in the business development center to track who has had the most confirmed appointments show, and how may sold. A monthly bonus will be tied to the top sales people in each category.

Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences (PINO, Gain, Pain).

Include timelines / Accountability / Monitoring process

- a. Who: **Everyone in the sales department, from sales consultants and product specialists to the sales managers and the general manager**
- b. What: **Everyone will be evaluated on their phone calls via classroom role playing and recorded phone calls. Managers will be required to confirm appointments. All employees will be expected to log all activity and complete all task within eLeads.**
- c. By When: **Implementation begins now.**
- d. How: **Weekly training sessions. Internet manager pay plan has a component for percentage of confirmed appointment shows and appointments sold. Bonuses will be paid to those with the highest percentages.**

Employees with the lowest percentages will be coached and counseled. If they cannot improve their percentages, they will be let go. In this day and age of internet sales, we know that we are not the only fish in the pond. We cannot afford to lose one potential customer.

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:

Our owner expects each sales person to make a minimum of 50 calls a day. If these calls are not productively setting appointments and creating an expectation for the customer, we are failing. We must stand out.