

Departmental Action Plan Template

Student Name: Clyde Jacobs

Class & Student Number: 321

Academy Week (Var II): 5

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

Our show rate has not been where we would like it to be. I believe that by using Jennifer's methods we will be able to increase our show rate therefor increasing our total overall sales for the dealership.

Overall Objective and Specific Desired Results:

We currently are not using the Jennifer Suzuki method and by changing to her method I believe that we can increase our appointment show rate from a 59% to 80%. This will be achieved by following the steps in Jennifer Suzuki's videos and outlines.

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

- Implement her training with the management staff on Jennifer's Outline and how it will impact our overall show rate and sales. Also, how they can transition this into the daily training for the sales staff and how they can begin training the sales staff to start using her method with each sales call.
- During our daily sales training meetings we began introducing the steps in Jennifer's Outline which include: Making a hard stop after three one-answer questions / Clearly reintroducing themselves and explaining their role and responsibilities / Clearly state they are pulling up their inventory screen / Properly setting goals for the phone call / Explaining the time saving benefits for the prospect by setting an appointment and verifying the reasons for them coming into the store for their appointment.
- The sales staff began using these steps in their phone calls to increase their show rate which was at 59%.
- Three weeks after the training began our show rate has increased to 68% and the clients that are coming in are more engaged and eager to work with the sales staff.

Timeline:

Describe specific short term and long term checkpoints to monitor progress:

We have our management staff using Call Measurement to listen to calls to monitor the verbiage used during the phone calls to make sure each employee is following the script outlined in the training. We will monitor show rates over the next several months and continue listening to phone calls to make sure that the Jennifer Suzuki Outline is being followed by each sales team member.

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: Kenneth Jones, Oran Adams, Jackie Boone, Zack Harper
- b. What: Implementing the Jennifer Suzuki Outline to all Sales Team Members and Management Staff
- c. By When: October 1st, 2017
- d. How: Training, Monitoring Phone Calls, Individual Coaching with Sales Team

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:
