

Departmental Action Plan Template

Student Name : ALI KARGARAN

Class & Student Number: N321/24

Academy Week (Var II):5

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

(Homework modules assigned)

My current challenge is converting 100% of all leads into scheduled appointments that result in a new car purchase.

Overall Objective and Specific Desired Results:

My overall objective is to have a highly trained team that uses low pressure tactics to gain buyers trust and commitment and secure appointments that meets the needs of the individual buyer.

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

My first step is to identify current lead conversions via the weekly CRM system. I will gather the following information for each salesman: how many leads did they get, how many did they follow up on, and how many of them were converted to an appointment/sale. I will start with the salesmen who are not performing well in this area and provide training using the 10 steps to securing an appointment. I will utilize my top salesmen and/or sales managers to role play scenarios face-to-face and over-the-phone to improve skills, including observing actual calls with potential buyers. Each sales manager will have two weeks to train their team. I will track monthly results with my team and provide recognition when required. When a salesman does not improve in this area, they will be partnered with a trainer for an additional period of time until sustainable improvement is made. If performance does not improve, coaching and/or corrective action will be administered.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Short term checkpoints-Sales managers will be responsible for tracking progress on a weekly basis.

Long term checkpoints-Sales managers will provide updates to me on a monthly basis for 6 months or until we achieve consistent results from each salesman.

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: All **salesmen, sales managers.**
- b. What: **Convert leads into scheduled appointments.**
- c. By When: **After training is complete.**
- d. How: **Using 10-step process, role plays, face-to-face, and through actual calls.**

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:

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