

Departmental Action Plan Template

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Academy Week (Var II): Week 5 Variable Operations New Car

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

We are having some challenges in the Internet and sales departments with having the appointments showing up to the dealership. Once the appointment is set we want to make sure we firm up the appointment and get them to the store. We will use The Suzuki way to follow these new steps to ensure the client gets to the dealership. We have success with the number of appointments our store makes for customers to come to the store. Our failure sometimes is that they cancel or they just never come to the dealership.

Overall Objective and Specific Desired Results: Our Objective is to get more clients to the store by following the Suzuki steps and changing the culture of the store to get more engaged with the customers arrival

Task 1

- 1. We will start by reviewing the Suzuki Appointment checklist with all of our Internet and sales associates.**

- 2. This will be initiated by the Floor manager and sales managers in daily training meetings.**
- 3. We will also use Kahoots to get our people more engaged with millennial technology.**
- 4. We are looking for a higher shown ratio coming to the store.**
- 5. This will start on August 28th, 2017**
- 6. This will be followed up in our daily meetings Monday thru Thursday.**
- 7. We will review the process on October 30th, 2017 and look for areas of improvement.**

Task 2

- 1. We will do a daily role play with our associates and track our improvement of our shown percentage.**
- 2. Inspect what we expect from our associates and team leaders daily. Listen to their live phone calls and see where they can improve.**
- 3. Our goal is an 80 percent shown ratio. Currently we are at 56 percent.**
- 4. This will start September 4th, 2017.**
- 5. We will review our percentages and processes on October 30th, 2017.**

Task 3

- 1. We will also check our CRM system and check daily and track our shown percentage.**
- 2. We will see how the Suzuki system works in raising this percentage of the store.**

- 3. Our Goal is 80 percent which would be about a 43 percent increase in shown people to the store. We believe this goal is attainable.**
- 4. This will start on September 4th, 2017.**
- 5. We will review the processes on October 30th 2017.**

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

We are having daily training meetings with our sales and internet associates. We will be using the Suzuki checklist in our Kahoots and daily meetings. This will help to have our associates engaged with a visual component using the Kahoot . Specifically use Module 8: Outbound Internet phone call and setting. Work on easy door to door directions. Ask for permissions through text messages with info, pictures of business card, etc. Also, make sure to request prospects to call you when they are on their way to make sure the vehicles AC or heat is going. This should help with our associates having better absorption of the material. This will be starting on August 28th, 2017.

The 2nd challenge is getting their presentation to come out like a normal conversation on the phones. We will be having daily meetings with our associates and spend 15 minutes a day going over presentations and looking for areas of opportunity. It will be the floor manager and sales managers responsibility to push the processes with our associates. Watch our shown ratio and see which associates need extra training. Our goal is to get to a 80 percent shown ratio. This will start on September 4th, 2017.

The 3rd challenge area is tracking the progress through our CRM system and having daily meetings about who is on target

and who needs extra one on one training. If our sales associates are rising in their shown percentages just have them work the normal processes. The associates that seem to be stuck and are not improving. We need to do some one on ones with them to find out their areas of opportunity to get them to a higher shown percentage. The goal is 80 percent and look at Module 8: Outbound Internet Phone call Part five. Make sure the struggling associates have This will start on **September 4th, 2017.**

Timeline:

Describe specific short term and long term checkpoints to monitor progress

August 28th, 2017 Introduction to the Suzuki appointment process. Start training on the new processes.

September 4th, 2017 Conduct managers meetings on the Suzuki appointment process. Check metrics and analytics to see how the process is coming to date

September 13th, 2017 Weekly Wednesday Managers meeting. Hold our managers accountable. This will be done **EVERY WEDNESDAY** discussing our new processes. Have them inspect what they expect from their team.

September 27th, 2017 Check the metrics on appts shown. Congratulate the stars and get some one on one training started with the struggling team mates.

October 11th, 2017 Ask the managers how they believe the new process is going. Group huddle on areas of opportunity for the store. See how the team is doing on the metrics. How close are we to 80 percent shown appointment percentage?? How can we get there?

October 30th, 2017 Review the full processes with all of our team mates. Was it a success? What are we doing well? What can we do better? Was it a success?

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: Rick Walker GM, Matt Browning VP/Owner
- b. What: How to get more appointments to show at the dealership. What our processes have been to date. What our goals are for the store. Where are we at in our goal of 80 %? We will also have implemented a bonus structure in the store for the highest shown appointment percentages. Talk about our weekly training using Kahoot and our one on ones with our associates. Talk about the successes and the performance improvement plans in place for those individuals who need some training. We will review the program on **Oct 30th, 2017** We will also meet twice a month on Wednesday at our weekly managers meetings to talk about our successes and opportunities. This is on top of the normal review of the metrics every Wednesday at our manager meetings.
- c. By When: October 30th, 2017 18803 Studebaker Road, Cerritos Ca 1pm All previous timelines are in the timeline section of the action plan
- d. How: In the Browning Conference room. It will be a review of the new processes for appointment setting and capture. We will discuss and show on a power point the successes of the process. Also, we will show the approximate dollars in gross and net sales that will be made by following these new processes.

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:

Presented to Rick Walker September 5th, 2017 Rick was very excited in the ROI he saw the store could get from getting more people to the dealership. He liked the accountability steps for the internet and sales department. He was encouraged with all of the tools that NADA has given and how much it has evolved in the last 7 or 8 years since he had been at NADA. He is looking forward to seeing how this process blooms and helps the whole store make more money.
