

# BDC Action Plan

## Current Situation:

We currently are getting 325-350 customer opportunities per month coming to the dealership which is resulting in 85 sales per month.

## Overall Objective and Specific Desired Results:

To drive more customer opportunities thru our BDC. We want to increase our customer opportunities from 350 avg to 500 per month and increase sales from 85 to 125 per month.

## Action Plan:

We will be using our CRM (Dealer Socket) to track our actions and results. BDC representative will be responsible for the following.

- Out bound phone calls:
  - A minimum of 100 attempts per day
  - 30 contacts per day
  - 6 appointments set per day
- Internet leads
  - Help manager internet leads
  - Ensure all leads are answered with in 5 minutes
  - Follow up on all internet leads over 3 days old (lost leads)
- Campaigns/manifest
  - Dealer manifest
  - GM manifest
  - Advertising campaigns
- Revenue Radar
  - These are service customer that are in an equity position

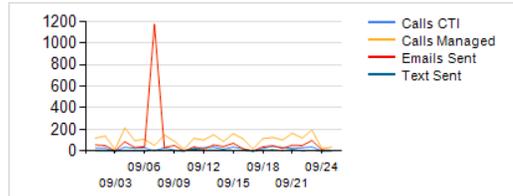
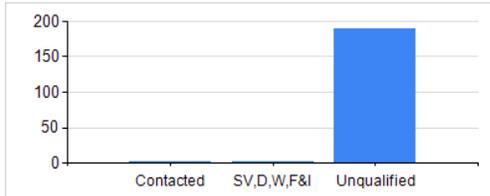
We track all of these opportunities thru our CRM. Each day reports must be emailed to department managers as well as the GM. The following are the reports that we will review daily, weekly, and monthly.

# BDC Action Plan

## BDC Activity Report

Martin Chevrolet

Date Range: 09/1/2017 - 09/25/2017

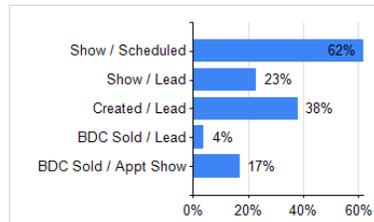
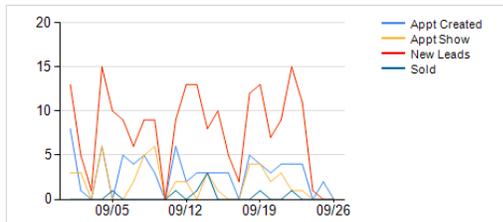


Rep	Open Events			BDC Activities								
	Unqualified	Contacted	SV, D, W, F&I	Response Time	Appt Created	Appt Confirmed	Call To Dos Managed	Calls CTI	Calls/ Appt Show	CTI Calls/ Appt Show	Emails Sent	Text Sent
Chris Miller	0	0	0	0.00	0	0	0	0	0.00	0.00	13	8
David Bruner	0	0	0	0.00	7	2	367	127	367.00	127.00	115	0

## BDC Performance Report

Martin Chevrolet

Date Range: 9/1/2017 - 9/25/2017



Rep	Lead Conversion			Appointment Conversion				Sales Conversion			
	Leads	Appt Created	Created/Lead	Appt Scheduled	Appt Show	Show/Scheduled	Appt No Show	Show/Lead	BDC Sold	BDC Sold / Appt Show	BDC Sold / Lead
David Bruner	0	7	0%	5	1	20%	4	0%	0	0%	0%
Efrain Salazar	0	5	0%	5	5	100%	0	0%	0	0%	0%
JC Phillips	0	22	0%	22	15	68%	8	0%	0	0%	0%
Kim Charping	0	8	0%	8	8	75%	0	0%	0	0%	0%

## New Leads by Rep

Martin Chevrolet

Date Range: 9/1/2017 - 9/25/2017

Assigned Name	New Leads	Contacted	Appt Open	Appt Show	Appt Unreported Show	Appt No Show	Number Sold	Number Appt Sold	Sold / Lead %	Sold Appt/Open %	Top Gross	F.I.Gross	Total Gross
David Bruner	91	75	6	2	0	4	6	2	7%	33%	\$6600	\$7933	\$14533
Efrain Salazar	101	75	5	5	0	0	13	3	13%	60%	\$9227	\$16109	\$25336
Gary Briscoe	3	0	0	0	0	0	0	0	0%	0%	\$0	\$0	\$0

# BDC Action Plan

## New Leads by Source (Tracking Codes)

Martin Chevrolet

Date Range: 9/1/2017 - 9/25/2017

Source	Marketing	New Leads	Contacted	Store Visits	Appt Open	Appt Show	Appt Unrprt Show	Appt No Show	Sold	Appt Sold	Sold/Lead %	Appt Sold/Open %	Top Gross	F&I Gross	Total Gross
Initiated		7	12	3	0	0	0	0	2	0	29%	0%	\$2631	\$5399	\$8030
Body Shop		0	2	0	0	0	0	0	0	0	0%	0%	\$0	\$0	\$0
Service		8	1	0	0	0	0	0	0	0	0%	0%	\$0	\$0	\$0
RevenueRadar		127	10	0	2	1	0	0	2	0	2%	0%	\$3365	\$3199	\$6564
	*Drive By/Location	0	2	0	0	0	0	0	1	0	0%	0%	\$3689	\$0	\$3689
	RR - Cash	6	6	0	1	1	0	0	0	0	0%	0%	\$0	\$0	\$0
	RR - End of Lease Term	1	0	0	0	0	0	0	0	0	0%	0%	\$0	\$0	\$0
	RR - New Campaign	120	2	0	1	0	0	0	1	0	1%	0%	\$-324	\$3199	\$2875
History Import		0	6	0	1	0	0	0	1	0	0%	0%	\$-243	\$150	\$-93
Dealer Mgmt Sys		23	23	23	0	0	0	0	22	0	96%	0%	\$3408	\$9161	\$12569
Internet		392	177	31	34	22	0	9	17	10	4%	29%	\$6082	\$32373	\$38455
	*Website Martin CBG	0	2	0	2	2	0	0	1	0	0%	0%	\$-235	\$992	\$757
	ActivEngage	14	18	0	4	4	0	0	0	0	0%	0%	\$0	\$0	\$0
	AutoTrader.com	8	1	0	0	0	0	0	0	0	0%	0%	\$0	\$0	\$0

## Timeline:

This action plan will go into effect immediately and tracking has already begun. We will meet every Monday to discuss the reports below.

- Daily reports
- Weekly reports
- Monthly reports