

# Departmental Action Plan Template

Student Name: mark hadwar

Class & Student Number: 321 -23

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. My goal is to have a team that can think quickly on their feet and remove obstacles for our clients that make the car-buying experience pleasant while improving lead conversions from approximately 50% to 100% over the course of 30 days. By improving our teams skills, not only will we improve sales but we will become the #1 dealer not only in the San Joaquin Valley, but across the state and eventually the U.S.**

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.

**Week 1:** Communication and roll-out of outbound calls and buyer experience training. Each team will receive their current individual conversion rates of leads from respective manager. Training plan, timelines, and goals will be shared. During this week, sales managers will identify key players that will support training process. They will also identify bottom performers in lead conversions and/or overall customer service scores and begin training them immediately. There will be a two-part training program; '10 steps to increase ability to set appointments' and 'Value in you and car buying experience'.

**Week 2:** Each team will begin training using the '10 steps to increase ability to set appointments'. Trainers will set a goal for each salesman to increase appointments by 25% each week over a 4-week period with a goal of 100% lead conversion. They will use observations, role-play, and actual calls to train team.

**Week 3:** Trainers will utilize the 'Value in you and car buying experience'. Trainers will teach teams how to create an experience for buyers that focuses on saving time, delivering on promises made via phone conversation and overall professionalism of staff once buyer arrives for appointment. Trainers will use observations, role-play, and will stay with salesman once buyer arrives onsite to ensure service is exceptional. Sales managers will use CSI results on a weekly basis to track improvements and recognize performance.

**Week 4:** Trainers will status with sales managers at the end of the training program and review individual improvements of each salesman. For those who did not show 25% weekly improvement during the training period, they will be subject to continued training and course correction as needed.

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 using CSI results and other social media feedback to ensure 25% weekly improvement goals are being reached. We will work quickly to address concerns from our customers and continue training as needed.

**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:

**mo hosseini**

---