

Departmental Action Plan

Student Name: Joe Vickers

Class & Student Number: N323-10

Academy Week: 4

Current situation or challenge you want to address: Attrition-Sales Process-Mission Statement-Value perceived Selling-

Overall Objective and Specific Desired Results: To provide a hiring process and structure that stimulates the employees to want to excel by way of training and experiences and on this journey become connected with the company mission to the point that they want to see the company excel and not just themselves therefore wanting to have a long term commitment to working for the company and moving up within-To have a staff that is seamless in the process in the sense that any customer would believe that everyone within the dealership is working to a common goal when it comes to a great customer experience-A turn away from the race to the bottom game and a dynamic shift to the experience and value of doing business with Valley Hi Honda vs. any other Honda dealer

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

From the interview process to the day a new potential sales person reaches their first day on the sales floor he/she will learn the sales process in segments rather than all at once in the "baptism by fire method" so many of us began with. In the beginning, they will gain product knowledge first and then how to present it. This will be done via the factory learning modules, walk arounds and deliveries with fellow sales people and managers. By the end of stage one they should be able to conduct a complete walk around including a demo drive and a complete delivery including completing a personal settings worksheet and pair a customer's phone. From this stage, they will move into the CRM and communication stage working with the BDC department learning how to navigate through the CRM while communicating via email and by phone while assisting in the BDC center. By the end of the CRM/BDC stage they should know how to search for and add a customer into the CRM. In addition to navigating the CRM they should be able to execute a basic email as well as a more complicated email that includes e-brochures and webpage links. The 3rd phase will be with the vehicle exchange department working in the service drive. Here they will gain the

confidence necessary to speak with customers face to face and learn to find common ground while moving into a potential sale. They will also observe and follow the service path of our service customers and get a clear understanding of the importance of customer retention as it relates to service and sales. By the end of this phase they should be able to show confidence in approaching customers and conducting conversation without any problems while introducing the idea of upgrading to a newer version of what they are currently driving. While working in phases 2 and 3 they will be training with Proactive Training Solutions online modules. These modules train on phone scripts for many common sales calls that will encounter on a daily basis. They must complete the entire phone series and be able to successfully complete a “Ring/Ring” and “Fire Phone” exercise. Once they have completed these phases then they can shadow a senior sales person for 1 week to become familiar with the sales process. At the end of the shadow period they will become a sales trainee and begin to take ups.

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

Each phase should be about 2 weeks and at the end of each day the trainee will review their experience with their manager. This review is a recap of what they saw and did during the day, where they struggled and where they were stronger so they can see where they need to pick up additional training and how to focus on their strengths.

Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences. Include timelines / Accountability / Monitoring process

- a. Who: 1st phase is Management team, then the sales team
- b. What: Define our mission, develop a process that supports and validates our mission, retrain our sales team and hold them accountable to the process
- c. By When: Definition by 10/15/17- 10/31/17, Retrain sales process based on a new flow chart 10/31/17-11/30/17
- d. How: Management brainstorms and development, Training sessions 2x weekly where a salesman has to be able to display the ability to follow the process in stages and will not move on without successfully completing the previous stage. This will help the sales people to set a goal and develop a path for career advancement within the dealership.

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:
