

Departmental Action Plan Template

Student Name: Chris Davis

Class & Student Number: 322-19

Academy Week (Var II): New

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

(Homework modules assigned)

YTD our total internet leads have been 7121 with 931 appointments scheduled (13%)

Overall Objective and Specific Desired Results:

Overall objective is to increase the appointments scheduled to 25% by 3/1/2018

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

The first course of action is to add an additional sales consultant to the internet team by 12/1/2017. This will take the average monthly leads from 142 per person to 119 per person. This will give the consultants more time to work the leads.

The second step is we are going to change our outbound call phone script. This will give the sales consultant guidelines to help achieve a greater chance of setting appointments. Some of the key changes will be as follows.

- 1) Offer two appointment dates and times, offering times at :15 and :45 (ex. 5:15 and 5:45)**

- a. **Doing this to be different from our competitors**
 - i. **Currently we do not offer dates and times, we ask the customer when they want to come in.**
- 2) **As a part of the appointment we are going to include that we have scheduled the appraiser to look at their trade. (this will only be mentioned if there is a trade involved)**
- 3) **Additionally, for all appointments we will have the cars fueled, cleaned, and pulled up before the customer arrives for the test drive (We do NOT currently do this) We are also implementing hang tags in the windows with the customer's name, date, and time of appointment that will hang from the rear-view mirror. We are adding giving this information to the customer during our outbound call.**

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Overall objective is to be at 25% appointments scheduled.

EOM November 2017 objective to be at 15% appointments scheduled

EOM December 2017 Objective to be at 18% appointments scheduled

EOM January 2018 objective to be at 21% appointments scheduled

EOM February 2018 to be at 25% appointments scheduled

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:
- b. What:

- c. By When:
- d. How:

On Monday November 13th we will have an internet meeting and discuss our objective of getting to 25% with the whole department. We will discuss the changes to our outbound calls and also discuss adding the additional consultant to the internet team.

The internet manager will sit with each internet sales consultant and listen to 2 out bound calls per week per consultant. He will coach the consultant accordingly and monitor progress. All notes from the call will be documented by the internet manager in the CRM.

Every Monday we will have an internet department meeting with the General Manager. We will pick 2 leads where appointments were set, and 2 that we did not get appointments. We will review the notes in CRM about the calls and discuss what happened in all 4 scenarios.

At the end of each month, the internet manager and general manager will meet to discuss where we are at in achieving our goal and discuss any changes, additional coaching and/or training that may be needed.

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:

My sponsor wants to support this plan. He will be a part of our weekly meetings and review progress with us. He will also be providing feedback and helping to achieve this objective.
