

Departmental Action Plan Template

Student Name: Israel Mora

Class & Student Number: N322-46

Academy Week (Var II):

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

(Homework modules assigned)

We are currently closing at a 6% rate on internet leads.

Overall Objective and Specific Desired Results:

Our goal is to close at a 13% rate on internet leads.

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

Our goal is a simple math equation. We feel that if we contact 60% of all leads, set appointments with 60% of those leads, then 60% of those will show, and 60% will close. Every lead will receive a video response answering the direct question that was asked in the original lead. We will then offer two alternatives to the original lead. For example: The lead comes in on a new 2017 Silverado and is asking for an internet price. Our response will be the actual price quote, a used option, and a one level below the one priced. We will attach these quotes to the email, and then ask what the customer's preferred method of communication is.

We feel this will set us apart from other dealers, and also will make the customer feel like they know us. Many of our customer's don't want to communicate over the phone, and we feel that by addressing this early in the response, our customer's will be more likely to want to give us the opportunity to earn their business.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

This will be done immediately, and will be monitored daily with our reports. We have the ability to see how many videos are being sent out. We then match that up to the amount of leads we have received. There should never be less than 100% of the leads that have videos, and sometimes there will be greater than 100%, if the customer wants more videos.

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:** Internet department. All internet sales professionals. The internet director, GSM, and all sales managers.
- b. **What:** Become comfortable with doing video email responses. Also, understand that this is not an option, but a requirement of the position.
- c. **By When:** Immediately. A report will be given daily to the GM that monitors contacts, appointments, shows, sold, and video emails sent.
- d. **How:** 60% of all leads must be contacted. 60% of those leads must have an appointment. 60% of those leads must show. 60% of those shown leads must close.

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:
