

## Action Plan

1. **What will you do differently because of what you learned in this section?**
  - **Really start making sure that we as managers are engaging with our online customers. Our fear of giving too much information will be our downfall if we don't change.**
2. **What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?**
  - **We will sell more cars by being engaged as a management staff. We will be sending them the proposals on each lead to spark their engagement.**
  - **We won't grow as a team or a store if we don't move and grow with the times. Digital retailing is here and here to stay.**
3. **What obstacles might you encounter and how can you overcome them?**
  - **We must fight the "just get them in here" mentality. The old school way of not giving numbers will just send YOUR customers to another dealership that is willing to change with the times.**
  - **We need to treat our internet leads like walk-in customers. We don't refuse to give a walk-in customer a price or appraisal so why would we refuse to give an internet lead the same information. They are just a NEW extension of our lot when they are online.**
  - **We should answer their questions, ask them questions like we would in person, and share the numbers.**
4. **Identify your first few steps and the people who can help you with them.**
  - **A manager should email every internet lead as a manager. Thanking them for shopping at our store. The engagement will go up if they know they are dealing with a manager and not a sales associate.**
  - **Then if they select a unit, just send them our internet price and ask if they have a trade. If they do have a trade offer to give them a price before they have to ask you for one. The trust factor will go up and we will WIN.**
  - **The Sales Managers, General Sales Manager, and the BDC Manager will help with this process. Every customer should have a proposal showing the tax and license broken down. Its not a secret and the Price is already online for them anyway.**
  - **Texting through the CRM is the KEY. Ask them as a manager for a cell number so they can opt in to receive pictures and send information.**

**Start date:**

**5-17-2021**

**Completion Date:**

**6/01/2021**