

Departmental Action Plan Template

Student Name: Robert Simmons

Class & Student Number: N323-11

Academy Week (Var II):

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

Increase Appointment set ratio on outbound calls. This is quantifiable with our CRM reporting tool.

Overall Objective and Specific Desired Results:

Raise New Car outbound phone appointment set ratio from 30% to 40%.

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

Create and follow the new outbound Phone process for setting appointments.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Will monitor monthly with an ultimate goal of reaching 40% at the end of the first quarter of 2018.

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: BDC Manager, GSM's, and Sales Managers**
- b. What: increasing internet appointment set ratio to 40%**
- c. By When: end of 1st quarter 2018**
- d. How: New outbound phone script and constant coaching**