

Departmental Action Plan Template

Student Name: JASON RUSHIA

Class & Student Number:n323-04

Academy Week (Var II):

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

Current BDC model for answering phones, and setting appointments lacks structured scripts. The department is underperforming on lead show to close.

Overall Objective and Specific Desired Results:

The overall objective is to create a more streamlined approach to phone answering, and appointment setting by creating a better value proposition for the customer to show for the appointment on time. This will enable the representative to gain interest in the dealership and our product and also gain trust before the appointment and purchase. This will lead to higher closing percentage, better CSI and added gross profit to the bottom line

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

We have created an “express pass” program that is designed to save the customer time and money. By asking all the questions that we need to prior to the appointment we now have the car of interest pulled up front in a designated area with Point of sale material attached including the customer’s name and time of appointment. The vehicle is cleaned gassed and prepped and is ready for delivery should the customer purchase. We ensure that the representative that spoke to the prospective client is available to greet them, and to turn them over to a professional sales consultant. The sales consultant is prepped

prior to the appointment, knows all of the information on the customer and is ready to assist and has set time aside for the appointment. The BDC department currently has a 30% lead to show ratio, in the first 2 weeks of this new program it has increase to 45%. The show to close ratio that was running at 22% is now at 37%. Since the sample time of this program has only been a few weeks we are optimistic that we can schedule an additional 21 appointments a month in the short term, and sell an addition 8 to 10 vehicles monthly.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Progress will be monitored by myself as the GSM, we have also hired an experienced sales manager with 10+ years of bdc and internet experience to manage the day to day operations of the department.

Reporting will be reviewed weekly, monthly and quarterly.

Training will provided, we are currently looking into signing the reps and manager up for Jennifer Suzuki's training.

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 representatives, salespeople, sales managers

- b. What: A strict phone and internet process that mirrors our showroom sales process
- c. By When: January 1st 2018 complete implementation should be complete
- d. How: Constant training follow up and reinforcement of the new scripts and policies

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: Meeting went well, all parties are on board with new process and are committed to make it work
