

ACTION PLAN

What will you do differently as a result of what you learned in this section?

RECRUITING - we will start advertising the whole career instead of the "Sales rep"

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

Higher quality of applicants will be the benefit. More people that would have never given it a shot will cut the branch off around the dealership. The consequence of staying the same will be slightly over average performance and missed potential.

What obstacles might you encounter and how can you overcome them?

Other management is going to have a con about advertising that we are hiring managers, but i will overcome this by showing them that the goal is to hire higher quality applicants who have the drive to move up and disperse among different parts of the dealership.

Identify your first few steps and the people who can help you with them.

The first step will be developing the plan with the dealer
 The second step will be getting creative material from marketing agency
 The third step will be employing the buy in from the sales management team

Start Date: 07/01/2021

Completion Date: 08/01/2021