

## Departmental Action Plan Template

Student Name: George Saliba & Abe Darwich

Class & Student Number:

Academy Week (Var II):

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

Our current situation: Inbound phone calls are not being handled properly. We are not gaining customer's Trust and Respect. There is no common ground being built on the phone call. My goal is to build common ground and gain customer's trust and respect. By not gaining these important factors with our customers over the phone, we are losing gross, giving up price, which in the end makes for a quick phone call and trust and respect have not been made.

I will also be applying more morning meetings with my BDC reps to repeat steps that I will be applying to my BDC Reps, Repetition is key!

Value is in the action not the promise

Presenting Value

Transition: make hard stop in conversation

Time saving benefits

Car prepared in advance

Appraiser scheduled

Teammate greeter (sales consultant or manager)

Credit history (walk thru credit app)

Sophisticated customer ready to buy - explain car will be detailed, paperwork prepared, financing prepared, ETC (60 min delivery)

Overall Objective and Specific Desired Results:

**Objective: Input a new phone script and conduct weekly meetings that will involve role playing and repetition. Once my team has a good grasp on focusing on customer's trust, respect and time I expect to see a jump in customer retention and gross. My Dealership has too many customers chasing a price, I want to see my BDC team disarm them and build a relationship with these customers and express to our customers that we value their time.**

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

**My action plan will start with meetings with my BDC and Sales Team once to twice a week. So far I have done two meetings in a row. My Initial meeting I went over what I would like to apply to our phone skills. My second meeting went over 3 qualities we want to earn and convey to our customers, that we want to earn their trust, respect and show them that we value their time.**

**Our action plan has impacted our sales department in a very positive manner. We are currently producing more appointments and shown appointments. Customers have gave our managers many compliments about how our process over the phone allowed for a quick and time savings experience.**

**BDC and Sales reps feel very comfortable dealing with customers who are chasing them for a price quote. Our team has been able to disarm angry/pushy customers and able to convert them to come into the dealership and buy a car. We follow inbound calling steps we have provided to our sales team. Working on the Introduction, we now get the customer's name first, introduce our self, ask the customer if they are looking for a new or pre owned vehicle. We then pull up the vehicle on the screen, confirm with customer of all the vehicle options they are looking for are correct. We give a brief history of our dealership and why do business with us, while we pull up the information. We explain to the customer how we can save them time by having the car gassed and cleaned before they come to our dealership. Customers have**

**reacted with a positive measurement that we have been able to track with reviews and customer referrals.**

Timeline:

Describe specific short term and long term checkpoints to monitor progress

- Monitoring talk time from BDC reps and Sales people. Starting off conversations accordingly and earning customers trust should result in a longer time spent on the phones.
- Monitoring showed appointments, by explaining to customers Time Savings and using tactics we learned in class to gain customers trust should result in a higher show rate.
- Appointments
- Units sold

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: Sales Manger, BDC reps, Sales reps
- b. What: Increasing sales and shown appointments by following tactics and we learned from Jennifer Suzuki.
- c. By When: We started right away after our class and have seen results within the week. More shown appointments and an increase in sales
- d. How: Sales meetings twice a week, reviewing material learned in class and reviewing YouTube videos from Jennifer Suzuki. Also role-playing with sales has had a great impact on performance.

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:

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