

Departmental Action Plan Template

Student Name: Ryan Walker

Class & Student Number: 324-43

Academy Week (Var II):

Current situation or challenge you want to address based on the Jennifer Suzuki Outline:

Currently we have no phone call script at all and I never realized that is was as big of a problem as it turns out to be. During class when we mystery shopped my store my new car manager answered the phone and didn't even get the customer's name or phone number. It became very clear to me that what we have in place is terrible and not effective at all.

Overall Objective and Specific Desired Results: My overall objective is to set my dealership apart from every other dealership around. I want people to recognize that we are different every time they call in. When they hang up the phone I want them to be wowed by our professionalism and our respect of their time. I want every salesman to take pride in what makes us better than the competition and I believe that starts with the initial contact on the telephone. Anyone can answer the phone and be rude. It takes a better sales person to be impressive on the phone. And that's what we are going to do.

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

My plan to correct this is to start mystery shopping my store myself to see what types of greetings and responses I get. My goal is to see what our initial greeting is because I feel like that is where the deal turns positive or negative. If the sales person isn't excited to be answering the phone then he shouldn't be answering it. I've also started showing Jennifer's videos in my daily meetings. After each video I have started using our white board to get everyone involved in ways and writing them down on how to be more effective on the phone. The group discussions have been very engaging and we've come up with some great ideas on how to treat customers better and be more aware of their time. Once I feel we have a more effective practice setup on how to answer the phone I plan on hiring a company to call in as mystery shoppers.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

I have already started this plan and put it in place. I have already started making the phone calls into the store myself and have noticed a huge difference on how we are answering the phone. We are showing Jennifer's training videos 3-4 times a week in our meetings. I plan to hire the mystery shopping company in February 1st. I then will get reports every time they call in and I plan to keep this in practice for the long haul. We will take more pride in what we are doing and if the salesmen aren't on board we will move on without them.

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: All salesmen
- b. What: Become more effective on the phone.
- c. By When: By February 1st
- d. How: We are showing Jennifer's training videos 3-4 times a week and having group discussions after each video to make it clear everyone understands what our goals are and how we are going to achieve them. Once the mystery shopping company is in place salesmen will be rewarded with a \$10 bonus for every good grade they get from the mystery shopping company. For every 3 bad reports I get back we will have an individual meeting with the employee and get to the bottom of what's going on and if they continue to not join in our goals we will not allow them to take phone-ups until we feel they fully grasp our vision. We will have weekly meetings with the employees until we feel they are ready to take the phone ups again.

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:
