

Departmental Action Plan Template

Student Name: FARID SHAH KARIMI

Class & Student Number:N32322

Academy Week (Var II):

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

(Homework modules assigned)4

OUR LOCATION IS IN THE HEART OF SILICON VALLEY IN NEWARK CALIFORNIA. OUR DEALERSHP IS TEN MINUTES AWAY FROM FACEBOOK HEAD QUARTERS AND WE ARE SURROUNDED BY ALL THE MAJOR INTERNET AND TECH COMPANIES THAT YOU CAN IMAGINE. APPLE, IBM, GOOGLE AND YAHOO IN OTHER WORDS WE ARE AN INERNET BASED STORE, SO IN A NUT SHELL NO APPOINTMENTS NO SALES ITS THAT SIMPLE. WE SELL A TOTAL OF 220 PLUS CARS MONTH IN AND MONTH OUT. WE RECEIVE ABOUT 1400 PLUS OR MINUS INTERNET LEADS A MONTH AND I HAVE 8 INTERNET MANAGERS.

Overall Objective and Specific Desired Results:

MY OBJECTIVE IS VERY SIMPLE AND EXTEMELY DIFFICULT AND I WANT WAY BETTER RESULTS THAN I HAVE NOW. I WANT ALL SALES PEOPLE TO HAVE A MINMUM OF 1 APPOINTMENT A DAY, AND I WANT MY INERNET MANAGERS TO HAVE 2 PER DAY. RIGHT NOW MY RETAIL GUYS BARELY HAVE ANY APPOINTMENTS MADE AND IM USUALLY LUCKY IF I GET SOME FROM MY INTERNET GUYS ON CONSISTANT BASIS. DON'T GET ME WRONG THEY DO THEIR JOBS BUT I KNOW WE CAN DO BETTER, AND WITH WHAT I HAVE LEARNED IN THIS CLASS AND ALL MY PREVIOUS CLASSES THINGS ARE CHANGING BUT I ALSO REMEMBER MOST OF INSTRUCTORS WARNING ME ABOUT COMING OUT AND START GOING CRAZY SO IM IMPLEMENTING EVERY DAY LITTLE BY LITTLE

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

THE FIRST THING I DID HERE WAS I HAD ALL MY SALES TEAM WATCH JENNIFERS VIDEOS LIKE THREE TIMES, AND THEN I MADE MY OWN UNIQUE QUIZ JUST TO MAKE SURE THEY REMEMBER EVERYTHING SHE WAS TALKING ABOUT. I ALSO DID A LITTLE EXTRA BONUS PROGRAM IN MY FRIDAY MEETINGS IF ANY SALES PERSON COULD BREAK DOWN THE CORRECT WAY EXACTLY HOW SHE EXPLAINS I WOULD GIVE THEM 20 DOLLAR SPIFF, TO BE HONEST IM RUNNING OUT OF CASH. I HAVE BEEN VERY AGGRESSIVE TO MAKE SURE ALL CUSTOMERS ARE PUT IN TO THE CRM AND THAT AFTERWARDS THE CUSTOMERS ARE CONTACTED BY BOTH THE SALES TEAM AND THE MANAGERS. I HAVE MADE A DAILY ACTIVITY LOG YOU WILL SEE ALL THE INFO THAT IM ASKING FOR AND WHAT LAY OUT I HAVE ON THE ATTACHMENT THAT I WILL SUBMIT. I HAVE STARTED THIS PROCESS AS OF 10/1/2017 AND ITS ON GOING AS WE SPEAK. IF YOU LOOK AT THE TWO SHEETS I HAVE SENT YOU THE FIRST ONE IS NAMES BEFORE IMPLEMENTING NADA AND ITS DATED FROM 10/01/2016 TO 11/22/2016 YOU WILL SEE IN THAT TIME FRAME WITH THE SAME AMOUNT OF LEADS WE ONLY HAD 313 APPTS SET. IF YOU LOOK AT CHART STATING AFTER NADA 10/22/2017 TO 11/22/2017 THIS SHOWS AFTER I IMPLEMENTED THE STUFF WE LEARNED IN THE CLASS AND IS YOU CAN SEE OUR APPOINTMENTS WENT UP TO 415 NOW THAT'S AN INCREASE OF OVER 100 APPOINTMENTS. I CANT WAIT TO SEE WHAT IT WILL LOOK LIKE DOWN THE LINE.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

IN THE SHORT TERM I WANT THE SALES PEOPLE TO MAKE AT LEAST 40 CALLS A DAY AND I WANT MY MANAGERS TO MAKE AT LEAST 20 CALLS AND RECONFIRM SALES STAFF APPOINTMENTS. IN THE LONG TERM GOALS I WANT ALL SALES STAFF TO DO AT LEAST 60 CALLS PER DAY AND TO SET UP 2 APPTS PER DAY. I HAVE ALREADY STARTED THE PROCESS AND I WILL ATTACH SOME SAMPLE WORK SHEETS THAT WILL SHOW THE BEFORE AND AFTER EFFECT OF WHAT HAS BEEN TAKING PLACE SINCE I STARTED IMPLEMENTING THE AGNEDA

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 PEOPLE AND SALES MANAGERS
- b. What: MAKING MORE PHONE CALLS
- c. By When: I HAVE ALREADY STARTED THE PROCESS
- d. How: ALL SALES CALLS ARE WRITTEN DOWN IN A SPREAD SHEET WITH CUSTOMER NAME PHONE NUMBER THE TIME THE CALL WAS MADE AND WHAT THE STATUS OF THAT CALL WAS, AT THE END OF EVERY SHIFT SPREAD SHEETS ARE COLLECTED BY SALES MANAGERS AND THEN THE SALES MANAGERS CALL THE CUSTOMERS NUMBER ONE TO MAKE SURE THE SALES PEOPLE ARE MAKING THE CALLS AND NUMBER TWO TO CONFIRM ALL APPOINTMENTS, FURTHERMORE, ALL SALES MANAGERS ARE DOING ONE ON ONES FOR FIVE MINUTES IF NOT MORE ON A DAILY BASIS, AND IM ALSO HAVING BOTH THE SALES PERSON AND MANAGERS MAKING CALLS TOGETHER AND ITS WORKING GREAT. THE MEASUREMENTS I HAVE SENT YOU GUYS SPEAK VOLUME AND WE ARE JUST GETTING STARTED.

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: MY MEETING WITH MY OWNER IS A SIMPLE ONE HE PRETTY MUCH TELLS ME AND I QUOTE LETS GET IT GOING.
