

Departmental Action Plan Template

Student Name: Randy Deshler

Class & Student Number: 323-36

Academy Week (Var II):

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

Our challenge is that we do not have a process in place for incoming sales calls. We basically let the sales people dictate the call based on their ability. This causes the sales people to be lazy on the phones and lack the ability to set appointments. We have not had training in place to help the sales people be more efficient with calls.

(Homework modules assigned)

Overall Objective and Specific Desired Results:

Get a specific call script in place, for all sales calls to be followed by. Ensure that all sales people can follow script with 100% efficiency and be able to set appointments with customers at a 60% rate. Get 60% of those set appointments to show up. Sell 60% of the customers that show for their appointment. That is our criteria that we have in place to base our measurements by.

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

Develop phone script in-house to train all sales people by. Role play with consultant to ensure they have script memorized and certify their ability in the process before allowing them to take in-coming calls. We will gauge our process by comparing current closing numbers and metrics with our numbers after a 30 day training period. Comparing set appointments, showed appointments and closed sales. We should be able to see a specific trend that shows increase in our metrics and should be able to sustain those numbers consistently. If consultant cannot maintain certain results they will not be able to take calls until they re-train and role play with management.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Our checkpoints will be to certify all sales personnel before they are allowed to take incoming calls. We have weekly meeting with management that track all the metrics on incoming calls, fresh ups, internet leads etc. With this system in place we can track all trends and metrics to monitor all progress. If sales person

cannot achieve the goals that we have in place then they will not be able to take calls until they go back and retrain on the script given.

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 sales management and sales associates.
- b. What: Phone script training and role playing.
- c. By When: Immediately. Verify results weekly in meetings.
- d. How: Track results and listen to all incoming calls.

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:

Peter Vranjes Jr. Dealer Principal GM
