

Departmental Action Plan

Student Name: Justin Griffin

Class & Student Number: P201-07

Academy Week (Var. II): New Truck

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

PTG of Dallas (South) currently holds their weekly New Truck Sales Meeting on Monday mornings at 8:00 AM. The meetings are one hour in length and become monotonous. The Sales Representatives are not engaged and bring very little information to the meeting.

Overall Objective and Specific Desired Results:

Beginning December 2017, we will limit the meeting to 30 minutes and will consist of one 8 minute presentation by Sales Representative, an 8 minute training presentation by vendor or Sales Manager and 15 minutes to cover current month business (Inventory, Deals, Spiffs, Advertising, etc...). The result will be to have less time wasted, more engaged meetings, fresh ideas, coach, train and have fun!!

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

Weekly meeting will be scheduled by the New Truck sales manager with agenda each Thursday of prior week. The manager will be encouraged to use Kahoot, videos, or other engaging type tools to keep everyone involved. In addition, a Sales Representative will be required to have a discussion topic turned into the Sales Manager and approved before agenda is sent out. The Sales Representative will be selected on a rotating basis. These meetings will help build comradery and have some fun. The intent is to allow

Sales Representatives to discuss topics they feel are relevant and give them a “stage” to show what they can do. Also, the Sales Manager should choose vendors that provide product that could help distinguish our product from the rest.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Short Term – General Manger required to attend and monitor at least two meetings per month.

Long Term – Review monthly performance and share success stories and best ideas amongst peers each quarter.

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: New Truck Sales Manager and team
- b. What: Weekly meeting
- c. By When: Starting in December
- d. How: Schedule to be sent out on a weekly calendar.

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:
