

Departmental Action Plan Template

Student Name: RobFodor

Class & Student Number: N325-32

Academy Week (Var II):

Current situation or challenge you want to address based on the Jennifer Suzuki Outline: Just because a rep is great face to face, does not mean that they are a trained phone professional. We often overlook the lead measures of a phone call lead and focus on the lag measure.

Overall Objective and Specific Desired Results: We will be forwarding all of our phone leads to our internet representatives and focus on training them up in order to ensure that the best people are taking these leads. To hand the leads out evenly or sporadically is not ensuring us the best result.

Describe your action plan in detail (be specific and include before and after measurements): Our representative will be going through the quiz that we have just undertaken to start. I will be sharing my findings this week from NADA and have continual one on one dailies with the rep in order to continue his growth. It will be much easier to train one individual opposed to 6. I will be following their process and will hold them accountable for their continual growth and results. All phone ups in their absence will be answered by a manager.

Timeline:

Describe specific short term and long term checkpoints to monitor progress: This is immediate and ongoing.

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: **Web lead rep and managers**
- b. What: **Phone leads**
- c. By When: **Immediate**
- d. How: **Training**

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:
