

Departmental Action Plan Template

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Class & Student Number: ATD 045

Academy Week (Var II):11-15-2021 through 11-19-2021

Current situation or challenge you want to address: (must be quantifiable) I will create a dealer information page to be included with each new and used vehicle document package by 1-24-2022

Overall Objective and **Specific** Desired Results:

Creating a dealer information page will build longer lasting relationships with our customers and make them feel like they are part of a family organization. Customers will know who they are doing business with. This dealer information page can act as a quick reference guide for any of their needs. Whether it be parts, service, or sales, our customers will have a direct line of contact to whoever can help them in any situation that may arise. As part of the dealer information page, I will implement a dealer tour for every new customer that does business with us. We will walk them around the dealership and personally introduce our customers to the contacts that are on the dealer information sheet so they can put a name with a face. This will make the customers feel like they are part of the company. They will really understand how much we appreciate their business and how we want to keep them as a customer. This is a way to show that the customer comes first, and they are our priority. First impressions are always the most important and this will show our customers that they are dealing with professionals.

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

Historically, we have never let our customers know the details of our dealership. Right now, our dealership is in a growing pattern. We are constantly adding new dealership locations and staff to run those locations. The dealership information page will give an inside view to our customers of our current growth and how these additional locations may benefit them while they are transporting their cargo. Many times, a customer will call me and say they are having an issue in a certain area and ask what I can do to help them out. Little did they know, we have a location very close to where they have had a service issue and we can get them in very quickly rather than having the customer pay for an expensive tow to get them to a different location. Having a dealer information page will allow our customers to be more independent and more comfortable knowing where we have locations and where we are set up to take care of the customers that we do business with.

The dealer information page will benefit us in a few different ways:

1-This will make the customer aware of locations and contacts within our organization that can help them succeed with their business goals

2- This will drive more parts, service, and warranty work back to our dealerships that otherwise would have been performed by a different repair facility

I fully expect that by implementing a dealer information page with every new and used vehicle contract, it will create longer lasting customer relationships with our sales team.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

(1-4-2022) We will have our annual sales meeting in Salt Lake City. This will be a great time to propose adding a dealer information page to our sales documents. With the entire sales staff present at the meeting, we can get everyone's input on what kind of information they would like us to have on the page. We want our sales team to be involved with the process so they can feel included.

(1-10-2022) We will collect the ideas we received from the sales meeting and begin populating the ideas on the dealer information page. We will come up with a first draft of the dealer information page. We will present the first draft to the sales team and make sure we have covered the main items we discussed the previous week.

(1-17-2022) We will meet with the marketing team to have them create the final page and layout of our dealer information page. We want it to catch our customers eye along with being informative. We want to keep it to one page so that it is not overwhelming, and it can easily be kept in the driver's vehicle so that he can refer to it easily when needed.

(1-24-2022) Once the final draft has been approved, we will get with our sales coordinator and IT team so that we can have them add the official document to our sales document package. We want it to be automatically printed off with our other standard dealer documents so that it never gets missed.

(2-1-2022) Assign the sales coordinator with the task of monitoring the dealer information page and keeping it up to date with all dealer information. We want the sales coordinator to verify that the page is being added to each document package that is printed off and that it isn't being overlooked.

(Weekly) This is a living document that needs to be updated constantly. During our weekly Monday sales meetings, we will address any information that needs to be changed/added to the dealer information page so that we can keep our customers up to date with the dealership and what plans we have for the future.

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:

We will need the support of our Dealer Principle, VP of New Truck Sales, Sales Coordinator, IT Manager, Sales staff, VP of Service, VP of Parts, VP of Operations.

b. What:

We currently keep all of our sales documents stored on a shared folder and each salesperson is responsible to fill out the required information to populate the dealer docs. We will need access to this folder to be able to edit/add information weekly to the new dealer information page so that it can be up to date. The sales coordinator will be the one responsible to manage the document and the process of adding the page to the final dealer documents.

c. By When

As stated in the timeline, I will have this in place by 1-24-2022 after we are able to hold our annual sales meeting and get the input of our sales staff on what information they would like to add to the dealer document page. This will be a document that we review and change weekly to keep it as up to date as possible.

d. How:

With the help of our entire team, we will work very closely with the sales coordinator to make sure she is updating the document weekly. She will also make sure that it is being added to every new and used vehicle contract so that it is never overlooked, and we can have consistency with our dealer documents.

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:
