

Departmental Action Plan Template

Student Name: Dishon Putz

Class & Student Number: 325

Academy Week (Var II):

Current situation or challenge you want to address based on the Jennifer Suzuki Outline: (must be quantifiable) Our situation at our dealership is that we are only converting one of ten outbound calls into appointments. We want to use advanced scripts and phone training internally to get this conversion to one in every five outbound calls

Overall Objective and Specific Desired Results: We want to be more effective in our outbound call skills to old leads, data base conquering, service customers. We want to close one out of five calls to set an appointment with us. We want to track customer calls to find out which ones have a high closing percentage and use data to determine what about them made them close at a higher rate.

Describe your action plan in detail (be specific and include before and after measurements) We are designing more scripts with the BDC associates. We will be using key words that add 1. Time saving 2. Build trust and respect 3. We will promise to do something in a timely manner and follow through with it. We will use outlook to send appointment confirmations with our customers and who will be attending the meetings.

Timeline:

We want to increase our conversion rate each month from one out of ten to

Month one = one out of 9

Month Two = one out of 8

Month Three = one out of 7

Month Four = one out of 6

Month Five/6 = one out of 5

We believe with the new scripts, a better quality scrubbed outbound lead and manager review of phone calls we can convert to one out of five to set an appointment within 6 months.

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: GSM, Salesmanagers, BDC reps

- b. What: Have new scripts written and role played with BDC reps.
- c. By When: Do every week in an hour long role play exercise.
Also playing previous weeks phone calls for training purposes for improvement
- d. How: Closed door meeting with out bound call log, internet for reviewing calls, feed back on objections and roll playing

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:
