

# Departmental Action Plan Template

Student Name: BRENT RAYFIELD

Class & Student Number:324-10

Academy Week (Var II):WEEK 5

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

(Homework modules assigned)

Phone call conversions below 55% from point of contact to showed appointment last 90 days. Goal is 80%

Overall Objective and Specific Desired Results:

**Increase sales call to showed appointment from 55% to 80 %**

**Weekly phone training**

**Weekly 1:1 training with sales staff taking calls**

**Weekly goals set up**

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

**Break every phone call down directly after call is taken**

**Manager follow up call same day**

**Manager follow up call to confirm appointment**

**Have all calls answered broken down in meeting of what should have been said and what wasn't to ensure scripts are being used correctly**

## Timeline:

Describe specific short term and long term checkpoints to monitor progress

**The timeline on this should be very short. No more than 30 days to see an increase of phone call leads converted to showed appointments**

**Continued training every week to ensure no short cuts are being made and listening to calls and manage each one the same.**

## 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:sales staff ,sales managers , receptionist
- b. What:making sales call a priority
- c. By When:now
- d. How:training, managing every lead correctly

## 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:

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