

Current Challenge:

Utilizing guide and having a plan on every call. We are dialing for quantity and not quality, utilizing Jennifer's "Outbound Phone Call Value" will increase our appointment to contact ratio.

Current Ratio 3.5 appointments per day: 42 contacts per day

Objective:

7 appointments per rep per day: 42 contacts per day

Action Plan:

1. Sit with current Business Development Manager and watch videos together and review notes-completed 1/17
2. Develop phone guide that will be easy to flow through utilizing Jennifer's key points- completed 1/17
3. Teach the appointment options, 2 dates, 2 times and ask again if you don't get a yes
  - a. Tentative appointment for try three with a follow up date to schedule
4. Get with team to get them on board and understand what we are going to accomplish
  - a. Monday morning 1/22 meeting will be Jennifer's video - completed
5. Building value in each phone call – continue to monitor
  - a. Presenting Time Savings Benefits
    - i. Car preparation in advance
    - ii. Schedule used car buyer or make him aware that the customer is coming in
    - iii. Set up the customer with a specific sales rep
6. Train the sales reps what the BDC guide is and where the time savings is
  - a. Monday morning 1/22 -completed

Timeline:

- General Manager to work in BDC alongside BDM from 9am to noon daily from 1/19 to 2/16 to monitor process
  - o I started this and we were able to set 8 appointments per rep on Friday 1/19
- Train daily- 9am each morning
  - o From 1/19 to 2/1 General Manager will conduct meetings as follows
    - 1/19 review of guide and "role play"
    - 1/22 rep "role play" with BDM
    - 1/23 call reviews, bring up live calls and critique them
    - 1/24-1/26 \$25 phone call reviews. Give grade sheets to each rep and anyone over a 90 will get \$25 on the spot
    - 1/29-1/30 Live call training and grading
      - Everyone will listen to a live outbound call from each rep and grade it
    - 2/1 review all training with BDM and train the trainer
      - 2/2 BDM starts training while General Manager is in room and GM will review training session with BDM
    - 2/2-2/16 BDM training schedule to be made on 2/1
- Every Monday morning we will do a "Call of the week" worth \$50. Random call with all parties involved- ongoing
- Monitor and review appointments daily, we have set up a end of day report that will go out to all parties

Dealership Personnel:

Heidi Prince and Marissa Clark will be responsible to complete this action plan and get the appointment to contact ratio by 3/1/2018 with the General Managers guidance.

