



What is one thing you will do differently as a result of what you learned in this section?

We are revising our phone processes and updating our training, both for inbound and outbound calls. We have too much variance in the abilities of our sales people and since we let everyone answer phone-pops, the quality differs greatly and we are missing opportunities.

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

The benefits will be increased customer satisfaction, additional appointments and hopefully more sales - especially in the area of used cars where we are down in volume despite our inventory. Another benefit is that with increased training hopefully we will have to spend less time doing QA listening to and reviewing the phone calls.

Finally, I think there will be more accountability for the employees as they will be held to a higher level of standard.

If we don't make the changes now we will continue to fritter away opportunities, and customer satisfaction will suffer when they encounter the wrong salesperson at the other end of the line.

What might be obstacles or barriers to implementation back at the job?

There are always the hotshots that think they know everything and have no areas in which to improve. They often give faulty advice to some of the younger employees. This will also be somewhat time consuming. But while we are slow with inventory, this is the time to do it.

What are a few things you can do to overcome these obstacles or barriers?

We will be doing group training and individual training. All the employees will have to listen to a selection of their calls individually in one on ones. For the group training we will be transcribing a number of calls so we don't embarrass anyone in front of their peers. However, the transcriptions will be passed out to the groups. Generally, everyone will recognize that there are areas to improve - some more than others. All sales managers will be involved in the process so the burden doesn't fall on a single person and we can pound this out quickly.

List the steps you will take to implement the things you will do differently:

- 1) Sales Managers are actively listening to the recordings of their team members inbound PP from the past two weeks.
- 2) Links to the recordings are sent to the salesperson and saved for one on one reviews to be scheduled in the next week.
- 3) Worksheets are being created based on the transcriptions of about 15 calls. In group training sessions, each person will receive a packet, read through the calls and edit what could have been done better or differently. A lot of the group work will be collaborative and highly interactive and should be fun - for lack of a better word.
- 4) Updated phone guidelines are being created and will be posted at every workstation as a reminder of word tracks and data points to collect.

Start Date: Immediately Completion: June 15th