

Departmental Action Plan

Student Name: Stephen Jimenez

Class & Student Number: 325-46

Academy Week (Var II): December 4-8

Current situation or challenge you want to address based on the Jennifer Suzuki Outline: We are currently not confirming our appointments or making an effort to make sure the customer is showing for their appointment.

Overall Objective and Specific Desired Results: We should be confirming every appointment with an email as soon as we set it. The email should be a recap of the conversation and confirmation of the appointment. Directions will be included in the email along with details of the appointment. Our objective should be to be more detailed in our appointment process. Sell the appointment with specific times and details of what will be happening on the appointment.

Describe your action plan in detail (be specific and include before and after measurements) Every day the sales managers will follow up with all appointments in the CRM by calling and emailing the customers. The General Manager will review the appointments and listen to all outbound phone calls confirming the appointments. We will measure our showed appointments daily to check the data. After we have sufficient data and closing ratios of the appointments we can really move the needle and be more in tune with advertising budgets. By utilizing this new process we will have a better over all game plan to maximize the dealers investment.

Timeline:

We will start immediately with Manager monitoring the sales appointments.

Daily- Managers and Sales meet every morning thoroughly going over appointments and sales calls.

A weekly process will be put in place for the GM and the Managers to go over all calls and appointment data to adjust accordingly.

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 department and Management team

- b. What: Email and call and monitor all appointments and outbound calls.
 - c. By When: Process will begin immediately with the team. Every incoming sales shift will go over all the outbound calls from day before and the appointments for the day.
 - d. How: Management will ensure process is followed on a daily basis. Pay plan will be adjusted to reflect REAL and solid made appointments that sell. Extra percentage on the backend profit of car deals will be awarded to the sales person at end of the month.
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