

Departmental Action Plan Template

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N325-28

Academy Week: 5th

1. January 2018, we accounted 108 Phone Calls using our Vin Solutions subscription. We calculated a 36 (33%) show ratio and sold 17 (47%) of showed. I want to increase my show ratio to above 60%.
At 60% show ratio and 47% closing would increase our average gross 14 @ \$2699 = \$37,786 in just montly sales variable gross.
2. Increase Show ratio from 33% to above 60%
3. We have included adding e-Dealer Solutions. I have a cost of \$2,000 per day plus expenses. I am currently speaking with Ownership about the training. Currently all sales managers are following the phone calls after the sales department. We track all phone calls that register on Vin Solutions.

By adding extra action, these should increase our Show Ration from Jan 2018 33% to above 60%.
4. Short term: March 1st - March 31st
Long term: March 1st- May 31st
5. Who: Owner, Gm, Gsm, Sales Management, Sales Staff and Outside Training
What: A Plan. All anticipating the difference.
By When: Now. Everyday. A daily analysis of day, week and monthly goals.
How: Communication from all. Every department needs to communicate the difference in the Goal. How they are affected by the increased in Show Ratios? The difference in Gross Variable. The difference in relationship with Customer. Does the Increased Ratio improve Customer Relation Score?
6. The Owner is ok with the internal working. He is still considering the change in an Outside Expense.