

# Departmental Action Plan Template

Student Name: Michael Hoopes

Class & Student Number: GDM 111/325 25

Academy Week (Var II): 3/12/18

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

**Modify current BDR scripts to include the new Introduction process and 10 steps to setting appointments by March 31, 2018**

Overall Objective and Specific Desired Results:

**Increase the average appointments per day per BDR from 9 to 10 with the new concepts in place.**

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

**The current BDC scripts will be modified to include Jennifer Suzuki's introduction and appointment setting strategies. Jim Tinsley (BDM) will complete this transition by February 28, 2018. He will train the new concepts in our daily role-playing sessions with our BDR so by the end of March the new process will be completely entrenched.**

Timeline:

**February 28 - New Scripts created and in place**

**March 1-15 - Daily role-playing sessions for BDRs to implement the new scripts**

**March 16-31 - Use our call recording system to make sure we have compliance**

**April 30, 2018 - Increase daily average of appointments per BDR to 10 per day**

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: Jim Tinsley, BDM**
- b. What: Create / Train / Implement new scripts with BDRs**
- c. By When: Completion and implementation by April 30, 2018**
- d. How: Use our daily role-playing sessions to roll out new process**

### 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:

Briefed Mike Alford, Dealer, on February 7, 2018 on new process and the plan to implement them