

# Departmental Action Plan Template

Student Name: Faith Mba

Class & Student Number: N326-36

Academy Week (Var II): WEEK 5

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

Minimize the time it takes at the dealership to complete a Transaction and make it the ultimate experience at the dealership.

Also improve the show rate from 58% to 67% to be the line, currently 7% off.

Overall Objective and Specific Desired Results:

**We need to exceed 20% appointment set and 60- 65% appointment shown.**

**Increase sales lead by 45%**

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

Set a process to handle all leads incoming and outgoing follow up calls. Use all training available, Travers, ninja phone, joe verde to improve the BDC. Trac phone and emails to monitor and improve the communication with all customers.

All appointments confirmed by a manager 3hrs before the time scheduled, again at 1 ½ hour before.

## Timeline:

Describe specific short term and long term checkpoints to monitor progress

Short Term: Establish a team of well trained professionals that understand and adhere to the written process every time. Have a meeting with all members and review results. Change can happen very quickly.

Long Term, review with team members their progress as individual and as a team. Retrain, retrain and retrain.

## 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: Dealer Principal and GM
- b. What: Confirmation improvement
- c. By When: 45 days 3/30/18
- d. How: make sure all sales managers confirm appointments not just BDC agents and sales people.

## 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:

---