

Departmental Action Plan

Student Name: Ronald Messinetti

Class & Student Number: A01 - 19

Academy Week (Var II): Week 5

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

My challenge is to generate more appointments to total opportunities in my store.

Overall Objective and Specific Desired Results:

Over the past 6 months we have averaged 30% appointments to total opportunities. We average 968 walk-ins, phone ups, internet ups, and campaign ups per month. At 30% it's an average of 291 appointments. My short term goal is to increase our appointment to opportunity ratio to 35% with the ultimate goal of 40%.

35% would be an additional 48 appointments. With a show rate of 54% and a closing rate of 40%, it would result in 10 additional sales.

40% would be an additional 97 appointments which results in 21 additional sales with the same number of opportunities.

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

I have assigned all incoming sales calls to be answered by sales managers only. It's the basic theory of having your best people take the calls in order to increase our appointment rate from calls. I will monitor the calls through CarWars and coach each manager for improvement.

All sales staff have a daily requirement for outgoing sales calls. Managers are required to make a minimum of 20 calls, internet director 30 calls, and sales staff 15 each. With an average of 24 working days it would result in over 9000 calls monthly for the store.

All managers have viewed the Jennifer Suzuki training videos. We will use those concepts and continue to train our sales staff every Wednesday at 1:00pm. *Improving your greeting for outbound calls, how to represent yourself and the dealership experience, and how to set the appointment with your sales prospects*, are the key components to the training. These concepts will develop confidence in our sales people to know how to effectively handle outbound calls. It will increase our appointment to opportunity ratio.

During our weekly meeting we will discuss challenges they may have understanding or going through the steps, role play phone calls so they become more confident, and work on objections that they find difficult. We will look at appointment to opportunity ratios for each sales person in order to praise and reward individual progress. Each team member will know their progress and be presented the Appointment Statistics report in Elead. Participation and enthusiasm will be monitored. Only team players trying to improve on their skills will survive.

Managers will have daily one-on-one meetings with each of our sales people to review each prospect and the communication already made. They will have the sales advisor make live calls. The manager may make calls as well to show the concept's effectiveness. We will dedicate more one-on-one time to the people that need it.

Friday morning manager's meeting will include a review of the sales staff's performance. Our Friday sales meetings will also include applause for the top three appointment setters.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

The goal is to reach an appointment ratio of 35% by May 1, 2018. Appointment ratio and count will be reviewed weekly. There will be month end checkpoints for total performance. The ultimate goal is to reach 40% by September 1, 2018.

Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences

The action plan includes the meeting with stakeholders, training and review of the plan.