

# Departmental Action Plan Template

Student Name: **Ankur Javia**

Class & Student Number: **Asbury A01 A22**

Academy Week (Var II): **Variable 2 - New Cars**

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

(Homework modules assigned)

**We want to increase our appointment's set and appointment's shown for our internet leads that come into the dealership. In 2017, we received a total of 6,543 Internet leads, set appointments 22% of the time, and only 58% of those appointments showed up. We have a huge opportunity especially being location in the DFW Market to capitalize on that.**

Overall Objective and Specific Desired Results:

**Reduce response time to 8 minutes or less**

**Train, Train, Train all Sales Consultants and Sales Manager's on Phone Scripts.**

**Below are the number's we need to be at by Quarter for Appointment Set Percentage, and Appointment Shown Percentage for the remainder of 2018.**

**March 2018: 30% Appointment's Set, 60% Appointment's Shown**

**June 2018: 35% Appointment's Set, 65% Appointment's Shown**

**September 2018: 40% Appointment's Set, 70% Appointment's Shown**

**December 2018: 45% Appointment's Set, 75% Appointment's Shown**

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

**Specifically, several things need to happen. First, we need to respond to the internet leads quicker and I don't mean with an auto responder. In 2017, our internet response time was at 12 minutes. We have to reduce that number to 8 minutes or less with a real response and not just clocking the lead. With a competitive market like DFW, the first one to the client is going to win. Speed and Customer Service always wins.**

**We will also need to spend some time retraining the staff. Personally, I'm a fan of the Alan Ram Scripts because it gives Sales Consultant's a direction to follow. But the Jennifer Suzuki modules I just went through all also great. I can come up with a hybrid script that's just a conversation and not threatening the customer, but also setting expectations up front. It will give the Sales Consultant a guide to follow, while putting their own twist into it. That's the only way they will get comfortable with it. Daily at our 1PM Sales Meeting (no longer than 15-20 minutes) I will allocate time to role play the scripts in front of their peers. Yes, some might get nervous, but they need to get comfortable with it. I am a big fan of role playing with Sales Consultants for given situations because that's the only way they will learn.**

**It's all going to boil down to training. Those that do well with the scripts and following the scripts, they will receive more Internet Leads and get more opportunities. Those that don't, won't. At the end of the day, this is still a performance based business. We will spend time retraining those Sales Consultant's before parting ways.**

## Timeline:

Describe specific short term and long term checkpoints to monitor progress

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## 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 Consultants and Sales Manager's
- b. **What:** Training, Training, Training
- c. **By When:** Daily, but everyone needs to be trained up by mid April. Then continue with role play's and holding everyone accountable.
- d. **How:** Role playing and word tracks.

## 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:

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