

Departmental Action Plan Template

Student Name: Jose Fernandez

Class & Student Number: (Dealer Group A01 Asbury) Variable Operations 2-003

Academy Week (Var II): Week six

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

The challenge I would like to address based on the Jennifer Suzuki Outline is my appointments scheduled vs. appointments that show up.

Overall Objective and Specific Desired Results:

The overall objective is to maximize our team's appointments set and the quality of each appointment. Our desired result is to enhance appointment quality by:

- Increasing show ratio
- Creating a more natural approach
- Increasing the number of on-time appointments
- Decreasing the length of the process to ensure a convenient process for each client
- Increase customer's satisfaction (CSI)
- Establishing a preliminary relationship with the client by providing them with an email confirmation, option to text message, and overview of the process in advance

Ultimately by using Jennifer's structured approach, I believe our team will enhance the quality of each appointment resulting in an increased number of car deals.

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

My action plan is to first train all of my sales managers on Jennifer's process. Once the management team is proficient, I will have them train our sales team in our bi-weekly training sessions.

After everyone has committed to the material, my management team and I will monitor phone calls and ensure the script is being delivered correctly; coaching team members when needed.

When everyone is skillfully utilizing our new approach I will begin measuring the results and comparing them to our previous appointment statistics.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

After the new appointment closing techniques are initially presented to my team I will allow 30 days to ensure everyone is consistently using the material correctly.

After the delivery of this new material is consistent with our expectations- I will begin to monitor its effect on our: closing ratio, show ratio, and percentage of phone appointments that make a purchase.

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 team, with a focus on management leading by example
- b. What: Studying the material and presenting it correctly

- c. By when: 30 days for training, including the initial training of management. Then I will begin to monitor the progress over the following 30 days to ensure it's having a positive impact on our appointment statistics
- d. How: We will begin by ensuring management is proficient in the material. Then we will train sales associates in our bi-weekly training sessions. We will hold top sales associates accountable and ask they lead their team by example.

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:
