

# Departmental Action Plan Template

Student Name: Eddie Dean

Class & Student Number: Asbury A01 Number 8

Academy Week (Var II):

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

(Homework modules assigned)

Having the correct word tracks when making an outbound phone call and setting a solid appointment.

## Overall Objective and Specific Desired Results:

The objective is to generate more appointments that actually show up and convert them into sales. I want my sales staff to understand the importance of a phone call and to make sure we are giving and receiving the ideal information to provide the best customer service.

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

I am going to use different methods of training such as role playing and Kahoots to make sure the sales staff is knowledgeable of the word tracks that are to be used. After that, I will hold the managers accountable for listening to phone calls daily and critiquing calls with the staff when needed. Celebrate successes and construct when phone calls fall short of the mark.

## Timeline:

Describe specific short term and long term checkpoints to monitor progress

Short term checkpoints are daily meetings where we listen to phone calls as a group and listen for areas of opportunities. Long term checkpoints are measuring closing percentages as well as measuring the amount of sales from the staff.

## 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: Management staff and sales staff
- b. What: Focus more on outbound phone calls
- c. By When: Immediately
- d. How: Make sure we train daily and hold accountable

## 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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