

Departmental Action Plan Template

Student Name: **Michelle Spotts**

Class & Student Number: **HAG106**

Academy Week (Var II):

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

Our outbound calls have progressively dropped over the last quarter of 2017. In October we logged 12892 outbound calls, in November 11113 outbound calls and in December we only logged 7971 outbound calls. Based on the outbound calls dropping we would need to maximize the appointments set in order to capitalize on the calls made.

Overall Objective and Specific Desired Results:

If we increase shown appointments we should be able to increase vehicles sold.

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

With less outbound calls we need to maximize our appointments set and shown. This would lead to more vehicles sold.

Oct17 calls 12892 sold 73=1%

Nov17 calls 11113 sold 93=1%

Dec17 calls 7971 sold 124=2%

Jan18 calls 7688 sold 94=1%

Feb18 calls 10884 sold 101=1%

Total cars sold from Appointments in 5 months 485. If we increased sold percentage to 2 percent a total of 973 would have been sold. A difference of 488 vehicles.

Timeline:

We are proceeding with a 2% minimum in appointments sold before bonuses to BDC are paid. There bonus structure would change and increase compensation as per appointments sold but would not increase if 2% is not maintained.

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:** BDC and Salespeople
- b. **What:** Increase Appointments sold to a minimum of 2%
- c. **By When:** June 2018
- d. **How:** Maximize call effectiveness. Include a call to confirm from customer to inform of ETA. Have the vehicle out front and ready to test drive. Have the customer prepared to test drive immediately after arrival. Have a special delivery area for appointments so there is no confusion. Lastly we will base a bonus structure on appointments sold to reflect 2%.

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: I showed the information and explained the goals and how I thought we could accomplish. I was informed that increasing the number of BDC

representatives was a possibility. This would increase our effectiveness. Finding a designated spot to deliver will be challenging as we are landlocked in our current situation so we will work on moving some things around to accommodate. We are testing the bonus structure with minimum performance of 2% sold appointments and will revisit in June 2018.
