Departmental Action Plan Template

Student Name: Dan Gervais

Class & Student Number: N326-02

Academy Week (Var II):

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

Current conversion rate of incoming calls to appointment.

Our current conversion rate is 9%

Overall Objective and Specific Desired Results:

Overall objective is to get to 50% thus increasing sales and profitability

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

All sales team will attend sale meeting utilizing the downloaded modules from Jennifer to increase appointments. Will also print and laminate the 10 steps to increase setting appointments for them to keep in their desk to be reminded.

Each week at the sales meeting we will bring up the inbound call log by sales representative and show conversion to appointment numbers to all sales team. (Peer pressure).

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Immediately

Short term: training, weekly stats at meetings.

Long term: this process will now be part of new hire process and will be mandatory steps for taking/making calls. Anyone under the threshold at the end of the month will be asked to do the modules over

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: GM, Sales Managers, Sales representatives, receptionist, BDC
   b. What: Conversion rate to appointment for incoming calls
   c. By When: Immediately
   d. How: Training, reminders, measurements. Consequences (re training, removal of inbound calls, termination)

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: