

Departmental Action Plan

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N327-11

Academy Week 5 (Variable II):

- 1. From listening to phone calls into and out of our dealership it is painfully apparent that we need to be much better on the phones. Our ability in service to keep control of the call so we are able to help our customers by getting detailed information for the service appointment. For our sales department to handle calls more professionally, get our customer's attention and gain information to set appointments that show.**
- 2. We will begin by having our receptionists start training on word tracks that we are setting up that mirrors how we want to be viewed as a dealership. We will then start to roll it out to our sales, service and parts teams and, as we have in the past met with resistance on phone training programs, we will ask for input from our employees and implement suggestions that will improve our end product. We will review calls to measure results and to adapt our training process to better our results.**
- 3. Weekly meetings to guide team members on how to work the phones. We will create a word track that is acceptable to our image as a dealership. Set guidelines and word tracks that will be reviewed by listening to recorded calls. We will track appointments made and compare to appointments that show. We will rate team members against their peers and have a bonus program that rewards consistency in presentation over time. We will post results that show individual improvements.**
- 4. We will begin requiring compliance to the script June 30th 2018. Then review calls weekly, hold individual weekly meetings to keep our focus on the goal and to critique presentations. We will reward team members that excel at our weekly team meetings. With an end of summer (September) Dinner for two awarded to our best overall "conversationalist".**
- 5. Implementation:**
 - A. Scott Burkart, John Thompson and Dan Marlin will create and approve phone scripts for each department using previously paid for scripts and adding what we are looking for to represent our dealership. These will include working**

techniques for asking closed ended questions to control the conversation with clear targets to collect the proper information needed to accomplish a professional encounter. We will then invite employees to review and give input on these scripts.

- B. All sales, service, parts and support personal who answer phones will have to change how they have done things and accept this new way of helping our customers achieve their objectives which means we are doing our job.**
- C. We will meet with each team member to have them give us their input and thoughts. Once we have everyone's input we will roll out the word track at a team meeting and begin training by breaking our staff into two groups that we will then train together and "play house" to sharpen skills.**

Each team member will be rated as described above: (We will rate team members against their peers and have a bonus program that rewards consistency in presentation over time and also appointment set to appointments that show.)

Team members that are under performing will be given the opportunity to review training over a 30 day period.

After a 30 day refresher if a team member is still under performing they will no longer be able to receive phone ups and must not answer calls or transfer any calls to other team members. This can only be ended by handling an inbound call successfully with a manager's approval of the call.

If it is found that an unqualified team member is answering calls they will go through our disciplinary process until they are terminated.

- D. June 30th 2018 will be the date for compliance throughout all departments.**
- E. We will listen to calls as a team each week for compliance and to determine bonuses.**

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:

Luke, John and Dan are all in on putting together an internal program that we can mold into the "Bergey" way of handling the phones. We each have been through third party phone training and feel that we can produce a core program that can be customized and
