

Departmental Action Plan Template

Student Name: Robb Krug

Class & Student Number: Hendrick Dealer Group Class 106

Academy Week (Var II): Week 5 Variable Operations 2 New Vehicles

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

Increase Appt Set Percentage by 10% by employing lessons learned in Appointment Setting Steps Checklist

Overall Objective and Specific Desired Results:

Follow Appointment Settings Steps Checklist and increase Appointment Set Ratio by 10%. 10% increase in Set Appointments will result in 79 more Shown Appointments. At current Show Rate of 65% and current Show Close rate of 63%, this will convert into 50 more sales.

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

Review Phone Coaching Docs downloaded from Class Homework with Internet Manager. Develop Training that encompasses Appointment Setting Steps Checklist. Have accurate measurement of all Internet Guides Current Appointment Set percentage. Hold training class on Setting Appointments using the Checklist. Remind them of the benefit to them as they are paid on shown and sold appointments.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

We will post and Update Internet Guides Appointment Set Percentage twice a week, so they can see their progress. We will review progress and retrain those needed after 30, 45 and 60 day intervals.

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

Internet Manager will monitor their phone calls and coach when necessary, so they perfect the technique.

- a. Who: Internet Sales Guides
- b. What: Perfect the Appointment Setting Steps Checklist
- c. By When:60 days
- d. How: Train, Inspect, Retrain, Inspect, Retrain, Inspect, Replace

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:
