

Departmental Action Plan Template

Student Name: James McCain

Class & Student Number: 327-19

Academy Week (Var II): Week 5

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

We currently are under performing on the inbound call to appointment ratio. Are ratio is 28% the goal is 50+%. It was more that obvious that when we called in class that we had no idea how to close an appointment.

Overall Objective and Specific Desired Results:

Train sales people and more important managers on the proper way to handle phone ups. The internet has forced transparency and our sales people are not trained in building value and overcoming the Price and availability question.

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

We are in the process of hiring a phone training company. We are interviewing the E-dealer solutions. Monday, we have a interview with the company and our sales managers to discuss the implementation.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

We plan to be online buy April 15th, 2018. The short term it the company will work closely with our sales team and our managers for 30 days. The long term is the key. We have many times hired phone trainers and the process stops after turnover on the sales floor. For the program to work we will have to continue the training. The sales managers will have to add this to the sales persons required training.

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: Sales Managers
- b. What :Phone training
- c. By When: April 15th
- d. How: onsite then web class

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:
