

Departmental Action Plan Template

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Class & Student Number: N327-40

Academy Week (Var II):

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

Our BDC's call volume has dropped to a 52 call average per day (down from 80 calls per day) over the past couple of months. I would like to increase the call volume by implementing many of the steps presented to us from e-DealerSolutions. We need to change our culture and adopt a better process to communicate with our customers. Having a solid process that is transparent and customer friendly will help to streamline our phone calls and will also produce better results.

Overall Objective and Specific Desired Results:

I would like to increase our call volume from our current 52 calls per day to 70 calls per day. Our BDC is currently handling all of our leads including sales calls.

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

Our current call volume on average is 52 calls per day with an average of 4 appointments per day. The conversion of calls to set appointments is 7.6%. The appointments that the BDC make are currently at a 40% sold rate. Increasing our calls by using a better and more productive streamlined process will enable us to achieve the desired number of calls per day to 70. Using our current sold rate of 40% of our BDC appointments increases our sold units from 1.6 units per day to 2.13 units per day at the 70 calls daily. With an increase of a half a unit per day, at a current average profit of

\$2600 per unit, we would gross an additional \$1300 per car. At 11 additional units per month would gross an additional \$14300.00.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

- Initial introduction of the new process and how this will in turn help us to increase our call volume
- Initial short individual daily coaching sessions
- Weekly individual training
- Monthly BDC phone training using “live” customers
- Daily monitoring/listening to actual phone calls

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, Rebecca Campbell and Robin Reed
- b. What: Developing and implementing a productive and better culture in handling our leads on the phone. We need to make sure we are not trying to sell a car over the phone and shift our culture to strive for explaining the value our dealership provides and saving the customer time and having the customer want to show up for their appointment on time.
- c. By When: Results to be achieved by 7/1/2018
- d. How:
 - Introduce the new structure and outline with the BDC
 - Provide the BDC with literature starting with the new greeting
 - Hold individual daily coaching sessions
 - Practice using role play by telling them the prospect’s name, city, and vehicle desired. Tell the BDC to take notes and identify the hot buttons, must haves, and would likes from the customer

- Have the BDC to start using the process starting with the greeting first and progressing slowly when they are comfortable with each step
- Listening and monitoring phone calls
- After the BDC has implemented the new process, work on increasing the calls made per day
- Watch call count per day and share info with the BDC
- Spiff/reward with progress made
- Presenting this action plan and having our BDC execute the process at our monthly BDC phone training to our other stores

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:

The meeting to present this action plan was fully supported by my sponsor. I was given other ideas and tips for success.
