

Departmental Action Plan Template

Student Name:

Class & Student Number:

Academy Week (Var II):

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

(Homework modules assigned)

Need to change the way we handle incoming and outgoing phone calls.

Overall Objective and Specific Desired Results:

Increase our appointment percentage and increase our appointment show ratio.

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

We have contracted Jennifer Suzuki's organization for a three-day onboarding.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

We already measure our appointment to call percentage and our show percentage. We also measure our appointment close percentage. Our goal is to increase all three percentages.

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: Salespeople and Managers. Internet, BDC, Upper Management
- b. What: Increase competency in regards to all phone communication.
- c. By When: Starting with the onboarding June 6-8.
- d. How: With the help of the Suzuki organization.

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:
