

Departmental Action Plan Template

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Class & Student Number: 328-14

Academy Week (Var II): Week 5

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

(Homework modules assigned)

Currently High Park Nissan does not have a structural phone answering system for the sales department. There is a lack of a scripting structure, and inability to perform quality control on phone conversations.

Overall Objective and Specific Desired Results:

The overall objective is to utilize the existing phone system to its full ability to track phone calls (including quantity and quality), and to create a standard structure for answering phone calls for the sales department.

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

At this time High Park Nissan does not have a tracking method for evaluating phone calls received or going out to potential clients. The management is currently in the process of on-boarding onto a new High Park Nissan website. The company we are using to control the website will have an ability to add an option for tracking the incoming phone calls that are coming to the sales department. This will start as of May 1, 2018. Prior to implementation a call script will be created and trained to the sales staff to use upon receiving a phone call. The training for the sales staff will happen daily, in the form of role playing prior to May 1 and once a week after we go live. The quality of the phone calls will be monitored by the Sales Manager and General Manager through True Leads

system. Five phone calls per week will be reviewed per sales person and upon evaluation the feedback will be send in written form to the sales associate, with an option to schedule a one-on-one coaching session.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Present to May 1, 2018 – set up system and new compatible website

- Develop script
- Implement training structure
- Execute training

May 1, 2018 – Implementation day

May – Continue executing training on a weekly basis via role playing

- Develop quality control standards checklist

June to December 2018 – Implement quality control process and coaching schedule

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 Associates
- b. What: Implement a sales phone call script and quality standards
- c. By When: May 1, 2018
- d. How: By updating the system to support the required change. Developing the scripture and conducting role playing training sessions. Implementing the new process. And lastly, performing quality control on a weekly basis to improve quality of phone calls.

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:
