

# Departmental Action Plan Template

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Class & Student Number: Class 328 35

Academy Week (Var II): Week 5 New Cars

Current situation or challenge you want to address based on the Jennifer Suzuki Outline: (must be quantifiable): I want to work on our outbound introduction calls. I feel after listening to several of our outbound calls that the customer doesn't recognize the dealership, in their mind they sent a lead to Toyota.com not Kendall Toyota. By changing the wording in our opening contact with the prospect I think the results will have a more positive result.

Overall Objective and Specific Desired Results: To make sure that everyone who is making an outbound call first uses the prospect's name, then introduces themselves by their name and as a representative of the lead source from which the lead was acquired. I feel that by this small change the customer will feel more at ease from the start and be more willing to continue with positive dialogue with the sales representative.

Describe your action plan in detail (be specific and include before and after measurements): Every outbound call will start with the use of the prospects name, then we will introduce ourselves as the representative of the lead source. I feel this will help validate the prospect as they only know they gave their information to a 3<sup>rd</sup> party lead source. In doing this it will give comfort to the prospect thus allowing us an easier transition into our dialogue. In listening to these responses so far I have seen that about 35% of outbound calls don't go as smooth as they should by introducing ourselves as from Kendall Toyota and not from the lead source, also not calling the prospect by their name. After several discussions with my BDM we feel that making a few little adjustments from what we learned from Jennifer Suzuki we will be able to take that number down to 25% right out of the gate. As we get better and smoother with this I believe that number will continue to drop over time.

Timeline: We will implement this on 4/19/2018 with the internet staff, the BDM and myself will closely work with the team in the beginning of this transition.

### 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: BDM (internet team) and GM
- b. What: Change our script on outbound calls, using prospect name and introducing ourselves as a rep from the lead source.
- c. By When: 4/19/2018
- d. How: We will provide training to the staff, also each staff member will watch the Jennifer Suzuki outbound call video. Myself and BDM will monitor each outbound call closely by listening to how they are handled by the staff. We will work very close with the staff in the beginning and expect some bumps, after the first 2 weeks this should become an easy transition for the staff. If they fail to follow this new way we will work with them one on one, if one becomes a habitual offender they will be removed from this department.

### 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:

**Talked with my sponsor and he felt this was a new way of thinking that will separate us from our competitors.**