

Departmental Action Plan Template

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Class & Student Number: NADA 328 - 16

Academy Week (Var II): Week 5

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

We are having difficulties in completing our next day manager un-sold follow up calls. The process fails in multiple ways currently. We don't log the customers properly, we are "too busy" to complete them and the quality of the call is lacking.

Overall Objective and Specific Desired Results:

The objective is to make a high quality follow up call on a consistent basis with accurate customer information.

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

- 1. Buy in from sales team and sales management team over the value of these calls**
- 2. Implement a process that ensures accurate customer information entered into CMS**
- 3. Training of our sales management team of a quality next day un-sold follow-up call**
- 4. Implementation of a process to ensure that the next day calls are made**
- 5. Measure the results to confirm success**

Timeline:

Describe specific short term and long term checkpoints to monitor progress

Set an initial meeting with sales management team to discuss the plan

Set a launch meeting with sales team

Schedule training with management team

Implement daily checklists to confirm actions taken

Implement weekly and monthly reports to measure improvements and successes.

These reports will measure calls made, appointments booked and closed deals.

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: General Manager first then Sales management team then sales team
- b. What: Buy in of the processes required
- c. By When: 3 weeks to form a habit.
- d. How: Measuring the tasks daily, weekly and monthly through reporting

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:
