

Departmental Action Plan Template

Student Name: Tony Costanzo

Class & Student Number: N328-41

Academy Week (Var II):

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

Our current challenge is our closing rates from our Internet department, which is responsible for a majority of our incoming calls as well as our outbound lead response calls. Our current month close rates for the last 4 months were 3.8%, 7.3%, 4.4%, and 8%, which are mostly well below national averages. Jennifer's approach to the introduction and valuing customers and their time/convenience during phone calls are also relevant to email responses, so her training has already been implemented here in the department with regards to all phone and email interactions.

(Homework modules assigned)

Overall Objective and Specific Desired Results:

To change our approach to customer interactions in the BDC, using more simplified techniques and conveying more excitement and gratitude, especially during the initial contact. This will improve our process and we will set more appointments that show, thereby increasing our close rate.

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

Currently in our district the average current month close rate is 7.9%, and with one exception this year we have fallen short of that. Not coincidentally, the month of April

was the month that we beat the district, and I attribute that largely to our implementation of Jennifer's training after I returned from NADA in March. The action plan is very simple:

- 1- Make the introduction email more concise, immediately convey our gratitude that the customer is contacting us, sell the value of time savings
- 2- The same goes for outbound and inbound calls, where we are genuinely excited that they contacted us and that the experience will be easy and timely.
- 3- Explain how we do this throughout all aspects of our operation. Having vehicles ready before the appointment, having a manager appraise the trade in at arrival while the customer inspects the vehicle to save time, prepare applicable paperwork ahead of time.
- 4- Keep it simple, and have fun!

Timeline:

Describe specific short term and long term checkpoints to monitor progress

This plan was implemented April first and is inspected daily.

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: Internet manager and GM
- b. What: Changing call scripts and lead response templates
- c. By When: Already implemented
- d. How: Training to the staff will include Jennifer's videos. Call training will focus on this revised approach. Phone training is done daily, and calls that are recorded (inbound and out) are listened to, and Internet interactions are inspected daily.

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:

**My sponsor agrees with these changes, and we
have already seen results.**
