

# Departmental Action Plan Template

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Class & Student Number: N328 - 10

Academy Week (Var II):

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

(Homework modules assigned)

We have all the tools to make the customer experience a positive and memorable one, but we need to make sure the steps are followed every time and we sell them before arrival.

Overall Objective and Specific Desired Results:

The overall objective is to perfect the customer experience by first selling it over the phone when setting the appointment and then following through on every one of those promises every time to build trust. The desired result is to have the customer leaving completely satisfied and impressed with their experience and telling all of their friends and family about it.

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

We have already begun to make some changes to our phone scripts, but we plan on really diving deeper into improving those with the help of the videos and scripts we have from Jennifer Suzuki. We'll be taking what works for us and implementing that right away, but also fine-tuning the appointment making process and having everything ready when the customer gets here. We have always done this but there are way we can make it even better such as mentioning it on the phone. We have always had the car pulled up and ready, but I think mentioning that when the salespeople are confirming their appointments will ease some of the customers' stress knowing that it will be ready for them and they don't have to wait around for them to find a vehicle.

Every vehicle will be pulled up, running and have a “specially prepared for...” sign in the vehicle to make the customer feel like VIP every time. We may as well sell the experience on the phone as well as the car because that is a major factor in where the customer decides to buy.

## Timeline:

Describe specific short term and long term checkpoints to monitor progress:

May 1 - Start changing the way we confirm appointments by selling the experience and convenience before they even arrive.

By end of May, this should be a set process and second nature to the whole sales team.

We will have to monitor this going forward and make sure the managers are checking on these things to make sure the sales personnel are completing these tasks.

## 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: Entire Sales team and management
- b. What: Every salesperson following the same procedure to deliver a seamless and impressive customer experience, starting with the proper phone skills. This will include explaining what sets us apart when calling to confirm the appointment - letting the customer know that the car will be pulled up and ready for them and showing that they will not have to wait around. We need to sell the convenience.
- c. By When: This will begin immediately.
- d. How: Managers need to make sure it is a constant part of the process and all boxes are checked when it comes to the steps of the sale. We need to start monitoring phone calls and see where improvement is needed and then provide the training necessary to get where we need to be.

## 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:

I spoke to the President of the company and he is fully supportive of this goal and plan and asked that as we move forward, if there are any issues, to please keep him informed and we will do whatever is necessary to better our phone skills, appointment making, and appointment processes.