

Departmental Action Plan Template

Student Name: Cooper Hopkins

Class & Student Number: 328-29

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)

Get our appointment close ratio up to over 10%

Overall Objective and Specific Desired Results:

Internet/Phone Close ratio currently at 7%. Desired results are 10%.

Train internet department to effectively handle leads better and TO leads better to sales people.

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

Measure internet department on closing rates.

Measure Sales Team on internet closing rate. If under 10%, salespeople do not qualify for internet leads. This is done weekly.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

30 days

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: Cooper Hopkins/SM/Internet Manager**
- b. What: Implementation and Training**
- c. By When: 30 days**
- d. How: Accountability**

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 have met with sponsor. Desired results have been met.
