

Departmental Action Plan Template

Student Name: Matthew Haust

Class & Student Number: 329-47

Academy Week (Var II):

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

Identifying whether or not TrueCar is a lead source and worth the expense. Our current show rate is only 16% with an average monthly lead volume of 125. This particular lead source has been the most challenging for us to have the client actually visit the dealership and when they do, it is because we are the ones willing to lose the most money.

Overall Objective and Specific Desired Results:

Improve our TrueCar show rate by 10% in 30 days and 20% by the end of Q3. If we are not able to improve the show rate at a respectable profit level we will terminate our agreement with TrueCar.

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

- **Implement a call receiving strategy that emphasizes the referring lead source and being the trusted/authorized liaison for TrueCar or the 3rd party source using the TrueCar platform.**
 - **Example)**
 - **Hello, Mr. Smith. This is Matt Haust the authorized representative for Baxter Credit Union (TrueCar lead source). I am happy to help you with your research or purchase.**
 - **Have you owned a Mazda before?**

- **Are you comparing Mazda with other brands?**
 - **If so, which ones?**
- **How can I save you time in the buying process today?**

Timeline:

Short Term: 30 days (May 2018). Looking for a show rate increase of 10%

Long Term: End of Q3. Looking for a show rate increase totaling 20% and a decision to be made on the viability of Truecar as a lead source

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: Ric Saatzer, COO
- b. What: TrueCar Show Rate Analysis and Process Update
- c. By When: 4/30/2018
- d. How: In Person Corporate Office

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:

The meeting was well received and thought provoking. I initially went into the meeting with the plan of just improving the show rate and store process to increase volume. I left the meeting with a better understanding of vetting vendors and expense. I feel comfortable cutting vendors if we do everything we

can to improve and measure processes around the use of their products or services. If we are confident that we have strong processes and have done our part to give the product or service the best chance to succeed and still have limited or no success, the vendor has to go and the expense saved or reallocated.