

Departmental Action Plan Template

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Class & Student Number: N329, 20

Academy Week (Var II): 5

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

Based off of our dealerships productivity for the month of April; we had a total of 18 in bound sells calls, which 4 appointments were made 3 showed up resulting in 2 sold units giving us a closing ratio of 11.11 %. I believe that these numbers are a result of our sales team's ineffective phone calls. More training on our initial communication with customers over the phone needs to be implemented.

Overall Objective and Specific Desired Results:

My overall objective is to be able to train my sells team to be more effective and have a stronger approach with customers over the phone, while having the natural capability to connect in an untraditional way. What I would like to see in result of this is to have created a team that are not only excellent at closing in person, but also able to demonstrate those strengths over the phone to increase the number of showed appointments which ultimately will increase sales.

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

My action plan would include having mandatory daily phone training for the sales consultants. Phone training will consist of role playing and providing the sales

consultants with phone scripts for various scenarios. Secondly, I would have to dedicate an appropriate amount of time to monitor these phone calls. Lastly, help build the confidence in the sales department to motivate them in being more proactive in their approach in automotive business. In doing that it would require more individual training outside of our designated phone training,

Timeline:

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

My long- term goal is to triple our sales numbers in a year's time. To accomplish this my short-term goal would be to have an increase of 8% every 4 months. Weekly closing ratios would need monitoring.

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

Who: This training would be directed towards sales consultants specifically. **What:** We would need to get the sales consultants buy in on why phone training is so crucial. There needs to be an understanding of why their approach to phone calls needs to be more proactive, and how this can ultimately effects short and long-term productivity.

By When: This training would need to be effective immediately, and noticeable results by end of year.

How: Consistency and dedication to this action plan would be key. Personal monitoring would be necessary in accomplishing desired results and follow through.

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 the authority to implement this on my own.

In regards to the Jennifer Suzuki's segment in week 5 of Variable Operations to New Cars, I can appreciate most of her approach to in bound phone calls, although I do believe there is room for improvement regarding the execution. I agree that taking a phone call and making it into an event is important, but I believe more is involved when trying to convince potential customers of why they should show to their appointment. In my opinion, instead of focusing more on their initial interest of the vehicle they'd like to purchase we should emphasize more on their trade. Focusing on what we would be able to provide them for their trade is more likely going to convince them to not only schedule an appointment but actually follow through.
