**Action Plan - 0710**

Employee Development

* Weekly and monthly sales trackers
* 30 mins of sales training weekly (ex. Role play, shadow employee and give feedback)
* PDMs
* Meet with employees, both as a whole and individually within the first week of arrival to introduce myself, learn their goals and expectations and key motivating factors
* Meet individually with all employees to create development plans for each individual. Discuss steps to get there in detail

Assistant Manger

* Road map
* Weekly meetings to review performance and areas of opportunity

Profitability

* AR’s assigned 60 days to assistant manager
* BM will do the 30 day AR’s
* Assign 90 day AR’s to rest of the employees
* Work with Duane to give up cars on Friday
* Corporate weekend specials
* Be flexible, take smart risks
* Ensuring we are charging additional revenue items (add driver, fees, baby seats, etc.)
* Following sales non-negotiables and 5 step up-sell process 100% of the time
* Cut bad debt in half within first month (YTD $12)
* Cut customer satisfaction in half (YTD $9)

ESQI

* Review current ESQI plan with current management to identify any areas of opportunity/challenges
* Morning huddles
* Ensuring all employees are engaged on the counter (no cell phones, laptops, etc.)
* Implement fun sales/service culture, bringing an enthusiastic, positive attitude to work every day to set the tone for my team
* Spreading the love with corporate accounts (to ensure each employee has a chance to sell on a corporate account)
* EOD calls
* Holding each employee accountable to their customers
* Direct feedback after transaction
* Clean cars the night before
* S/F log 100% of the time to find areas of improvement
* Lead by example by executing the EASY way

Growth

* Get employees out in the market (check on accounts to ensure customers are happy with our service and try to acquire new accounts)
* Boss calls – 40 a week goal
* Working the phones, 2 ring maximum, following the 6 step phone plan
* Interaction not transaction, try to avoid process-driven interactions