



## Financial Management Objective Homework

**Student  
Class #**

Jason Beidelman

**Name:**

012-0 4
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**Academy**

***I plan to accomplish the following objective  
our next class on:***

Establish Service Drive Selling Process
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**by**

Increase Service Drive Selling Performance to result in more New Car Sales
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**Objective:**

Service & New Car Sales

**Department:**

<b>Action plan for achieving objective</b>					
<b>Jan.</b>	<b>Feb.</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>
<b>July</b>	<b>Aug.</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>
<p><b>What is the proposed plan? How will you achieve it? Spin for Service Advisors that have already established a rapport with the customer. \$100 per new car deal and attach their name to the Internal R.O. as an added incentive.</b></p>					
<p><b>How will you track your progress? What measurements, KPI's? How often will you track? Daily, Weekly and Monthly by Service Advisor based on % of potential Automotive Mastermind deals per daily throughput. Measure by new car sales converted as a % of opportunities provided.</b></p>					
<p><b>Who are the employees that will be involved, or impacted? Will they require training or assistance? Yes, Service Advisors will be required to understand the process and the payment difference proposed to the customer before turning the deal over to a Sales Manager. In addition, the Sales Manager will have to implement a step-by-step process to transition the lead to an advisor. Also, we will have to pull reports the night before through Automotive Mastermind with our pending service appointments for the next day.</b></p>					
<p><b>Is there a cost, or estimated cost for implementation? Yes, advertising point-of-sale materials and VIP customer folders. Also service advisor incentive per deal but should be far negated by increase in new car sales.</b></p>					
<p><b>Projected date of completion? 5/1/2017</b></p>					

