



Financial Management Objective Homework

**Student
Class #**

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Name:

012PA
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Academy

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

05/08/2017

by

Improve Reputation Management

Objective:

SALES DEPARTMENT

Department:

Action plan for achieving objective					
Jan.	Feb.	March	April	May	June
July	Aug.	Sept.	Oct.	Nov.	Dec.
What is the proposed plan? How will you achieve it?					
<p>If we are providing exceptional customer service, the sales people have earned the right to ask for a positive review on any of the social media websites. We also can offer small gifts to customers that do a "check in" on Yelp and leave a nice review.</p>					
How will you track your progress? What measurements, KPI's? How often will you track?					
<p>We will put the names of all the sales people on a board and print out every great review they get and post it up on the board for everyone to see. At the end of each month, the sales person with the most influential review will either receive cash or a gift. This will be tracked every month and the sales person must have at least 3 positive reviews for the month in order to qualify. At the end of the year the sales person with the most monthly wins will receive get a \$500 bonus.</p>					
Who are the employees that will be involved, or impacted? Will they require training or assistance?					
<p>The people that will be involved and impacted are the sales people and also the customers. The sales people will be receiving rewards for their consistent efforts and customers will also be receiving gifts for their "check ins" on Yelp. The only training is to make sure the sales people are completing all the steps of the sales process without cutting corners. They must also provide exceptional customer service in order to earn a positive review.</p>					
Is there a cost, or estimated cost for implementation?					
<p>Yelp offers table tents that we can place around the dealership that say "check in and receive a complimentary gift" the other cost would be the monetary reward or gift that we provide to the winner each month and the final \$500 bonus at year end.</p>					
Projected date of completion? This will begin at the start of June and continue on until June of 2018					

