



Financial Management Objective Homework

**Student
Class #**

CHRISTOPHER STASH

Name:

N336

Academy

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

12/2018

by

**Provide the relevant
composite data**

Department	Mont h	Page	Colum n

Action plan for achieving objective
What is the area of focus? Is to increase new and preowned sales to be sales effecient
What is the proposed plan? How will you achieve it? The plan is it increase overall sales in dealership with training current sales staff, hiring a person to call current customers to do vehicle exchanges, and to increase our internet presence with targets ads, pay for click, ad words, and video.
How will you track your progress? What measurements, KPI's? How often will you track? Our progress is tracked daily through crm and then monthly with quotas and goals given to us by owner. Weekly meetings with sales staff, and daily meetings with sales managers, and daily phone meetings with our hired advertising company, to change or redirect efforts on what is working on advertising
Who are the employees that will be involved, or impacted? Will they require training or assistance?

SALES PEOPLE, INTERNET MANAGER, BDC REP

Is there a cost, or estimated cost for implementation? NONE. REDUCING MONEY SPENT OTHER PLACES AND FOCUSING ON INTERNET.

Projected date of completion? 12/18. Update 12/18. The goal was achieved we increased our sales from 596 for the year to 628 as 11/18, and increased our preowned sales year to date over last year. Our over sales efficiency as increased month from 75% to our current sales efficiency at 87% as of 12/18 rolling 12.

Jan. 0	Feb. 0	March	April	May	June
July	Aug.	Sept.	Oct.	Nov.	Dec.