



## Financial Management Action Plan Homework

*Homework is due the Monday of the week before you return for Parts Class*

Student Name: \_\_\_\_\_ Jason Herndon \_\_\_\_\_  
\_\_\_\_\_ N353 \_\_\_\_\_

Academy Class #:

Composite Data Reference: Depart: \_\_\_\_\_ SALES \_\_\_\_\_ Page: \_\_\_\_\_ 8 \_\_\_\_\_ Column:  
\_\_\_\_\_ 5 \_\_\_\_\_ Line: \_\_\_\_\_ 2 \_\_\_\_\_

### GOAL WRITING

Example: I decrease my 5K run time from 30 minutes to 21 minutes by June 15, 2019.

What is your Goal? \_\_\_ Increase NV gross profit return on sales

\_\_\_\_\_ from? \_\_\_\_\_ 3.02 \_\_\_\_\_ to? \_\_\_\_\_ 4 \_\_\_\_\_ by?  
\_\_\_\_\_ 11/2019 \_\_\_\_\_

How do you plan to achieve your goal:

Reduction in NV expense, adding additional sales manager, increase in data mining usage, better in-showroom management, more disciplined road to sale process, 3<sup>rd</sup> party validation on trade/NV pricing i.e. Edmunds.com\_\_\_

How will you track your progress? What measurements, KPI's? (think about current vs past measures)

Advertising and payroll expense reduction, pulling weekly report from Auto Alert showing data mining usage, daily confirmation of "all boxes checked" in CRM desk log, daily training on rts in morning sales meetings, Edmunds.com "quick link" for trade and NV price validation

The benefits of achieving this goal will be:

Increased NV profitability and NV gross

Take Action!

Potential Obstacles

Potential Solutions

Increased gross in a compressing market\_\_\_\_\_

Better process \_\_\_\_

“Corner-cutting” in road to sale\_\_\_\_\_ salespeople

Daily r.t.s training w/

Adjusting the mindset of sales managers\_\_\_\_\_ you'll see.....

Watch your pay and

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who on you staff will need to be involved to accomplish this goal:

GSM/Sales Manager/Used Car Manager/myself/Salespeople

Specific Action Steps: *What steps need to be taken to get you to your goal?*

What?

Expected Completion

Completed

Advertising expense reduction - vendor specific\_

\_7/31/2019 \_

\_\_\_\_\_

Additional Sales Manager \_\_\_\_\_

\_6/01/2019 \_

Yes\_\_\_\_\_

Sales Pay Plan change \_\_\_\_\_

\_8/01/2019 \_

\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_