



Financial Management Action Plan Homework

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

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Academy Class #: N363

Composite Data Reference: Depart: Sales Page: A Column 8 Line: A

GOAL WRITING

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

What is your Goal? To increase new car sales by 1200 cars a year

from? Dec 2019 to Dec 2020

How do you plan to achieve your goal:

I plan on increasing sales training, more advertising, new car bonuses for salesmen, social media marketing

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

I will track my progress through Dealersocket, UCS, sales board in the training room. I am going to have each salesman track their current sales in daily with their team manager and desk manager. I will run a daily report from last year, same month and compare it to this year

The benefits of achieving this goal will be:

The benefits will be new car sales, will result in more leased customers, new service customers, new trade ins for the used car department and the net profit of the store will increase

Take Action!

Potential Obstacles

Resistance from the managers because the managers with team players

Potential Solutions

Replace

Pay line might decrease due to the volume management and sales

New car bonuses for

Rebates, lease specials, might not be as good as last year competitions

Team

Inventory might not be as solid as last year

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

I will need myself, the GM, all management, closers and inventory management to be involved

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

What?

Expected Completion

Completed

Training daily

Nightly texts at night stating how many new vs new sold daily

Friday meetings with all managers

Sales meeting every Friday with all salesmen

Bonuses for the entire staff if current goals are met