



## Financial Management Objective Homework

**Student  
Class #**

TYLER BENITONE

**Name:**

326
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**Academy**

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

JULY 24

**by**

**Provide the relevant  
composite data**

Department	Mont h	Page	Colum n
WARRANTY PENETRATION	5/6/7	9	5

<b>Action plan for achieving objective</b>
<b>What is the area of focus? The focus is to maintain the over 62 percent warranty penetration while increasing volume of sales from prior year</b>
<b>What is the proposed plan? How will you achieve it? The plan is make sure warranties are offered on all our new, used and leased vehicles...We will achieve this by adding warranties for leases as well. We previously haven't done this everytime we present.</b>
<b>How will you track your progress? What measurements, KPI's? How often will you track? We tracked this by printing every recap sheet and checking warranty penetration per deal. We track this daily on every deal and log on the sales log everytime we have a warranty or not on a deal. The kpi for us will be to maintain our warranty profit margin along with the additional sales volume</b>
<b>Who are the employees that will be involved, or impacted? Will they require training or assistance?</b>
The entire salesforce and the 2 finance managers and 2 new vehicle managers

have all been involved in making this WIG work. I gave additional training to the Finance and Sales team about lease warranty sales and how to set up the warranty sell for this.
<b>Is there a cost, or estimated cost for implementation? No cost</b>
<b>Projected date of completion? This warranty approach will be re-evaluated in Jan. 2018 but we have seen an increase in Volume of overall sales without warranty penetration suffering. Also gross has remained steady. This is a win for the entire dealership and the customer</b>

<b>Jan. 2018</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>