



## Financial Management Objective Homework

**Student Class #** Ben Smith **Name:** N329 **Academy**

***I plan to accomplish the following objective our next class on:*** October.16<sup>th</sup>/2017 **by**

**Provide the relevant composite data**

Department	Month	Page	Column

<b>Action plan for achieving objective</b>
<p><b>What is the area of focus?</b> Pre owned sub prime sales.</p>
<p><b>What is the proposed plan? How will you achieve it?</b> The plan is to purchase leads from one of Canada's top lead providers "Canada Drives". We will also set up an individual email, phone line and text line to deal with these incoming leads.</p>
<p><b>How will you track your progress? What measurements, KPI's? How often will you track?</b> We will set up an excel spread shit to track the leads that came in along with what stage they are at in the process ie: received pay stubs, appointment made, sale completed, etc. Our goal is to convert 15% of these purchased leads to transactions.</p>
<p><b>Who are the employees that will be involved, or impacted? Will they require training or assistance?</b> The business manager and sales consultants will be the key employees involved. We will have training for the sales consultants on how to handle these customers once appointments are made. The business manager will also be trained on how to deal with these leads as far as submitting them for approvals, texting the</p>

customers to get all informations needed, etc.
<b>Is there a cost, or estimated cost for implementation?</b>
These leads run \$120 per lead and we ill start by purchasing 50 in the month of September making the total cost \$6000.
<b>Projected date of completion? November.30/2017</b>

<b>Jan.</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>