Financial Management Objective Homework

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I plan to accomplish the following objective our next class on: | April 3rd, 2017 | **by**

Provide the relevant composite data

Department	Month	Page	Column
Pre-Owned	Dec	18	3

Action plan for achieving objective

What is the area of focus? In the direction our profession is heading….. We must stay healthy in pre- owned operations. Our goal is to create a U/C minded culture. Our culture will begin with Dealer/GM buy-in and to make sure we hold close the number reason we will achieve this objective… We must "Have Fun"…

What is the proposed plan? How will you achieve it? Goal is to raise our Front gross profit on pre-owned vehicles in order to maintain a healthy department. We reviewed our process and areas where our staff needs training. First we found the largest area of improvement was awareness. We found most of our staff where unaware of fresh trades. We have implemented a daily trade walk process done at 9am to review every trade from the business day before. Trade walk will include…GM and all managers along with all sales staff. Joining us will be our internal advisor so he can be prepared for daily PDI. Second we found our turn-time as well as retail pricing and pictures % online we well below par.   We have implemented an internal turn-time policy in which after 72 hours the Gm/Srvc Mgr are alerted via email that an RO has not closed. This KPI will reveled its worth right away…. We added to our process timeline that from detail our vehicle straight to the photo booth which

would increase our picture %. Not the case right away as we found we required another photo taker and we turned to our parts department which we are heavy in personnel and moved an employee to our photo team. Again this improved our % online from 58% to currently at 88%... Pricing has been our Achilles heel. The GM will price cars for 60 days with the Uc Director and find a healthy range to price our inventory. Our goal is continue to test this city at below market value and turn some inventory.

Third we found we needed some old school type of training with some new school approach to selling pre-owned. Train train train…. We are currently building up our sales team buy showing them the benefits of pre-owned gross. Gross begins with the trade appraisal and we are focusing on getting better on devaluing our clients trades as well as bringing them in a healthy range to ensure we achieve our pre-owned culture. We will no longer be a home for unwanted new vehicle inventory. We will achieve our pre-owned culture and we will all continue to be a student of the game.

How will you track your progress? What measurements, KPI's? How often will you track?

Progress will be tracked by being on our feet and not in our seat. We will use our tools such as ADP, Red Bumper, internal ro's and old fashion grease pencils. GM will hold weekly meetings on Thursdays to review process and progress.

We will use the trade walk as a way to measure our appraisal process. We will also review daily our internal RO time and picture % online by using the service and inventory tools provided to us by our vendors. We plan to use these tolls as a carrot not a whipping stick. Profitable and healthy pre-owned department will be achieved!!

Who are the employees that will be involved, or impacted? Will they require training or assistance?

Dealer/Gm/Gsm/Service Mgr/Internal advisor/sales managers & salespeople/detail dept., Photo dept.…

Assistance is required, however the assistance will come from the leaders we have in place who oversee a department.

Training:

Train/Retrain/Replace… We will continue to train on our process and add fun quizzes like what we used in our class to gauge our improvement. It will be fun and that is our goal. The GM will meet with different levels of employees to gain feedback on success or how to improve.

Is there a cost, or estimated cost for implementation? Zero cost other than time which we have!!

Projected date of completion? June 1st 2017

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