



Financial Management Objective Homework

**Student
Class #**

Onofrio Triarsi Jr

Name:

N330

Academy

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

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by

**Provide the relevant
composite data**

Department	Mont h	Page	Colum n
New Car Sales			

Action plan for achieving objective
What is the area of focus?
Increase Alfa Romeo sales to twenty-five cars a month in 90 days
What is the proposed plan? How will you achieve it?
Increase sales personnel
Increase leads
Sales training
Make sure all leads are turned into appointments
Increase awareness
How will you track your progress? What measurements, KPI's? How often will you track?
List all sales personnel on a white board
List how many leads turned into appointments
How many turned to test drives
How many were sales
Conduct an Alfa Romeo meeting on a weekly basis
Who are the employees that will be involved, or impacted? Will they require training or assistance?
Sales Managers
Sales Personnel
Is there a cost, or estimated cost for implementation?
There will be a cost to increase leads, and awareness through marketing.
Projected date of completion? February 4th 2018

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

WIG

Clarity of objective:

Increase Alfa Romeo sales to twenty-five cars a month in 90 days.

Clarity of expectations:

Increase sales personnel

Increase leads

Sales training

Make sure all leads are turned into appointments

Clarity of Progress:

List all sales personnel on a white board

List how many leads turned into appointments

How many turned to test drives

How many were sales

Conduct an Alfa Romeo meeting on a weekly basis

Expected Ratio

25% Closing ratio

100 customers

Appointment ratio 100 appointments

Appointments shown to test drive= 90% that is 90 customers

90 customers test drive to write up 75% 67 customers

Of the 67 customers 38% should be closed to sale

This leads to 25 sales.