



Financial Management Objective Homework

**Student
Class #**

KAREN SCHOEN

Name:

N331

Academy

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

MARCH 2018

by

**Provide the relevant
composite data**

Department	Mont h	Page	Colum n
USED	SEPT	21	6

What is the area of focus?
A) INCREASE AVG RETAIL GROSS TO EQUAL \$2000 PRU (SEPT 2017 \$1667)
B) INCREASE AVG RETAIL UNITS TO EQUAL 20 RETAIL UNITS/MONTH (SEP 2017 19 UNITS)
What is the proposed plan? How will you achieve it? ADVERTISE FRESH UNITS ON FACEBOOK BY SALESPERSON. EACH SALESPERSON WILL BE RESPONSIBLE FOR SELLING 3 USED RETAIL/MO. TO BE TRACKED DAILY BY SALES MANAGEMENT.
How will you track your progress? What measurements, KPI's? How often will you track?
SALES BDC MANAGER (KRISTA) TRACKING USED VEHICLE LEADS AND APPOINTMENTS- DAILY- REPORTING TO SALES MANGEMENT DAILY- FOR IMMEDIATE FOLLOW UP BY SALESPERSON. NEW SALES BDC PROCESS STARTING (WITH PROACTIVE) FIRST WEEK OF DECEMBER. TRACKING GROSS AND VOLUME - DAILY- USING DMS AND EXCEL REPORT KEPT BY SALESMANAGER. PROGRESS AND PLAN DISCUSSED AT WEEKLY SALES MEETING- FRIDAY 8.30 AM.
Who are the employees that will be involved, or impacted? Will they

require training or assistance?

KRISTA SCHOEN-NEW AND USED SALES BDC MANAGER TO BE TRAINED AT PROACTIVE- 4 DAYS MID DECEMBER. SALES MANAGEMENT AND DEALER TO BE TRAINED AT PROACTIVE FOR 1 ½ DAYS MID DECEMBER AT PROACTIVE.

Is there a cost, or estimated cost for implementation? \$2495 PER PARTICIPANT. DEC 12-15/17

BDC TRAINING IS FOR NEW AND USED- THEREFORE COST TO SHARED WITH NEW/USED PROPORTIONATELY

Projected date of completion? MARCH 2018

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