



Financial Management Objective Homework

**Student
Class #**

JAYSON NEWELL

Name:

332

Academy

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

MARCH 5

by

**Provide the relevant
composite data**

Department	Month	Page	Column
VARIABLE	OCT	4	2,3

Action plan for achieving objective
<p>What is the area of focus? GROSS PROFIT RETENTION ON SALES</p>
<p>What is the proposed plan? How will you achieve it? WE WILL EXCEED KPI'S FOR THE NEW AND USED CAR DEPARTMENTS, NEW OVER 8%, AND USED OVER 13% THE KPI'S OF 5 AND 12 WE ARE RUNNING VERY CLOSE TO NOW. WE ARE RUNNING CLOSE TO THOSE HAVING ONLY BEEN OPEN FOR 7 MONTHS. WE'LL HAVE THE ABILITY TO GO SO FAR OVER IN NEW BECAUSE BOTH FORD AND MAZDA HAVE CSI PROGRAMS THAT PAY OUT LARGE AMOUNTS OF MONEY, ROUGHLY \$250,000 PER QUARTER.</p>
<p>WE WILL ACHIEVE THESE GOALS BY TIGHTENING EVERY ASPECT OF OUR SALES PROCESS. OUR SALES PEOPLE ARE PAID FLATS, SO AS WE MAKE MORE GROSS ON AN INDIVIDUAL DEAL, WE ARE NOT PAYING OUT MORE. A FEW OF THE MOST CRUCIAL ASPECTS TO THIS FOR BOTH THE NEW AND USED CAR DEPARTMENTS WILL INCLUDE OUR TRADE APPRAISAL PROCESS, DESKING PROCESS, PRESENTATION OF NUMBERS AND EARLY MANAGER INVOLVEMENT. THIRD PARTY VALIDATION WILL BE A KEY FACTOR IN EVERY PIECE OF THE PROCESS. THIS WILL ALL BE TIED TOGETHER WITH MANDATORY DAILY SALES TRAINING. I HAVE ASSIGNED A SALES MANAGER WHO IS RESPONSIBLE FOR ALL SALES PERSONNEL TRAINING. TOGETHER, HE AND I WILL DEVELOP A WEEKLY TRAINING SCHEDULE.</p>

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

PROGRESS WILL BE TRACKED DAILY AS EVERY DAY I REVIEW THE NUMBERS FROM THE PREVIOUS DAYS DELIVERIES. IT WILL BE LOOKED AT FROM A DAILY PERSPECTIVE AND ALSO MTD. I'LL USE THE STANDARD KPI MEAUREMENTS OF 5 AND 12% FOR THE DEPARTMENTS BUT AS I SAID THE GOAL IS TO OUTPERFORM THOSE NUMBERS AS THE STORE IS SO NEW AND WE ARE ALREADY SO CLOSE TO THOSE INDICATORS.

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

THE EMPLOYEES MOST DIRECTLY INVOLVED WITH THIS IMPROVEMENT WILL BE THE SALES PEOPLE AND THE DESK MANAGERS. THE SALES PEOPLE HAVE THE MOST CONTACT WITH THE CUSTOMER AND IT IS THE JOB OF THE SALES MANAGERS TO MANAGE THE CUSTOMER EXPERIENCE THROUGHOUT THE ENTIRE VISIT. IT'S MY BELIEF THAT THE BETTER AN EXPERIENCE A CUSTOMER HAS, THE EASIER IT IS TO MAKE MONEY. IN ORDER TO ENSURE THIS, THE SALES PEOPLE WILL BE TRAINED DAILY AND ALSO I HAVE CHANGED THE SALES MANAGERS PAY PLANS. PRIOR TO THIS CHANGE, EACH MANAGER WAS PAID INDIVIDUALLY. HOWEVER, THIS CREATED ISSUES WITH THE MANAGERS NOT WANTING TO LEAVE THE DESK AS THEY FELT WHEN THE YWEREN'T ON THE DESK THEY WEREN'T MAKING MONEY. NOW, ALL SALES MANAGERS ARE PAID OFF THE TOTAL GROSS OF THE SALES DEPARTMENT. THIS ALLOWS THEM TO WORK TOGETHER MORE AND NOT FEEL LIKE THEY ARE MISSING OUT IF THEY ARE TRAINING AND DEVELOPING AS OPPOSED TO SITTING ON THE DESK WAITING FOR THE NEXT DEAL TO DESK.

Is there a cost, or estimated cost for implementation?

NO DOLLAR COSTS PER SAY, IT WILL BE MORE AN INVESTMENT OF TIME AND EFFORT.

Projected date of completion?

THESE CHANGES WENT INTO EFFECT JANUARY 3. I DON'T THINKK THERE IS AN EXACT DATE OF COMPLETION BECAUSE I TRULY BELIEVE THAT ONCE WE ACHIEVE THIS GOAL, WE WILL SIMPLY RAISE THE BAR AND MAKE OUR NUMBERS HIGHER. I BELIEVE WE WILL HOWEVER BEGIN TO SEE RESULTS FROM THIS BY THE END OF JANUARY.

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

