



Financial Management Objective Homework

**Student
Class #**

Robert H.
Yothers

Name:

N333

Academy

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

Increase our average
review score on
Cars.com

by

**Provide the relevant
composite data**

Department	Month	Page	Column

Action plan for achieving objective
<p>What is the area of focus? Dealership online reputation. I would like to increase our online score on Cars.com from 3.7 to 4.5.</p>
<p>What is the proposed plan? How will you achieve it? I will utilize the Podium review tool we are already signed up for to send Cars.com review requests to customers via email. I will encourage salespeople to ask customers for Cars.com reviews. I will meet with our Cars.com rep to explore other ways to gather additional reviews and boost our overall review score.</p>
<p>How will you track your progress? What measurements, KPI's? How often will you track?</p> <p>By monitoring our average score on Cars.com each month.</p>
<p>Who are the employees that will be involved, or impacted? Will they require training or assistance?</p> <p>Dealership sales managers and salespeople. It will require a change of focus but not an additional training.</p>
<p>Is there a cost, or estimated cost for implementation? No additional cost unless we decide to spiff salespeople for new Cars.com reviews where their name is mentioned.</p>
<p>Projected date of completion? September 30, 2018</p>

Jan.	Feb.	March	April	May	June
July	Aug.	Sept. 30, 2018	Oct.	Nov.	Dec.