



## Financial Management Objective Homework

**Student**  **Name:**  **Academy**  
**Class #**

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

Department	Month	Page	Column
New Cars	February	A	5,8,10,12

**Provide the relevant composite data**

A5: Additions or Deductions Minus Bonus 18: \$186,076

A8: New Retail Units 2018: 68

A10: New Vehicle Gross 2018: \$134,431

A12: New Vehicle Operating Profit: -\$176,657

Action plan for achieving objective
<p><b>What is the area of focus?</b> For this exercise, I sat down with my father, the owner, to choose ONE area to focus on that will have a direct positive impact on our bottom line. We chose to focus on our ability to consistently reach the manufacturer's stairstep programs: Pinnacle (Cadillac) which is measured quarterly and SFE (Buick &amp; GMC) which is measured monthly. Hitting these benchmarks are critical in earning bonus money for the dealership.</p>
<p><b>What is the proposed plan? How will you achieve it?</b> The plan is to drive new car sales through an increase in scheduled appointments set by the</p>

salesforce and BDC on a daily basis. In order to achieve this, we will have to continue to enforce and monitor the NEW internet lead process to ensure customers are followed up with immediately through phone call, email, and text. This will maximize our opportunity to get customers in the door. Right now, our internet sales on average account for 20% of our total sales. The goal is to get that number to 30%. Our used car manager, Victor, also needs to appraise vehicles in a way that we may not make as much money on the retail lot, but the new car department can make money on the stairstep program. Pre-owned vehicle appraisal should dovetail with the need to hit the stairstep programs, thus pre-owned may pay more for the trade-ins but our volume increase in pre-owned cars currently gives us more opportunity in finance and insurance. The service writers can also bring more traffic to our showroom by interacting with service customers and asking both key and leading questions about their interest in new vehicles. We want to make a sales opportunity out of every customer who comes in to our dealership.

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

We will track our progress through the App Center and GM Excellence Executive Dashboard on Global Connect. Monitoring Global Connect daily will keep us up to date on where we stand in relation to the new car sales goals. Buick & GMC SFE programs are a monthly objective and the Cadillac Pinnacle program is measured quarterly.

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

General manager, Sales managers, Salesforce, Service writers, BDC, Compliance Manager. Yes, training will be required. I am working directly with the managers on the new internet lead process so that they can enforce it with the sales team. We will conduct weekly training sessions and continue to monitor the CRM on a daily basis to ensure customers are being followed up with appropriately and in a timely manner.

**Is there a cost, or estimated cost for implementation? No.**

**Projected date of completion?** Quarterly for Pinnacle (June 30<sup>th</sup>) and monthly for Buick and GMC SFE. Current statuses listed below for 2018. (Please note it continues on to the next page).

<b>Jan.</b>	<b>Feb.</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>
Buick-YES GMC-YES	Buick-NO GMC-NO	CadillacQ1- YES Buick-YES GMC-NO	Buick-YES GMC-YES	Buick-3 of 9 GMC-8 of 12	CadillacQ2- Buick- GMC-

<b>July</b> Cadillac- Buick- GMC	<b>Aug.</b> Cadillac- Buick- GMC-	<b>Sept.</b> Cadillac Q3- Buick- GMC-	<b>Oct.</b> Cadillac- Buick- GMC-	<b>Nov.</b> Cadillac- Buick- GMC-	<b>Dec.</b> Cadillac Q4- Buick- GMC-
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