

WILLIAM HAMELIN/ GM

Today's Date: 6/30/18 Target Date: 9/30/18 Start Date: 7/1/18

Date Achieved: _____ SALES _____
Department Month Composite Page

SMART GOAL

Specific: *What exactly will you accomplish? KPI is _____. KPI will be _____.*
FIRST START WITH USED CAR DEPARTMENT AND GET TO A 60 DAY FROM A 90 DAY TURN.
SELL 100 USED AND HAVE A 30 DAY SUPPLY.

Measurable: *What reports / calculations will you use to measure your results?*
WILL USE OUR DMS, USED CAR REPORTS, FINANCIALS AND SPREED SHEETS FROM CLASS.
MUST HAVE THIS INFO ON THE BOARD IN CONFERENCE ROOM TO GET TOTAL BUY IN TO THE GA

Achievable: *Is achieving this goal realistic with effort and commitment? Have you got the resources to achieve get them?*
I BELIEVE THIS IS ACHIEVABLE WITH THE RIGHT STAFF AND PROPER TRAINING .
WE WILL START WITH THE TEAM PUTTING THE PLAN TOGETHER AND TRACKING.

Relevant: *Why is this goal significant to your dealership operations? To You?*
THIS WILL DRIVE THE SERVICE DEPARTMENT, REDUCE FLOOR PLAN EXPENSE, HAVE
BETTER INVENTORY AND ALLOW A HIGHER RESULT IN FIXED ABSORBTION.

Timely: *You answered "what" under specific. Now tell us BY WHEN.*
WE HAVE A DEADLINE TO HAVE THIS DONE BY SEPT.30TH 2018.

Take Action!

Potential Obstacles	Potential Solut
MANAGEMENT DOES NOT FOCUS	TALK ABOUT THIS WEEKLY
MARKET CHANGES	WOULD NEED TO EVALUATE O
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Who are the people you will ask to help you?

USED CAR MANAGER/SALES MANAGERS/SALES STAFF/OFFICE MANAGER/CFO

Specific Action Steps: *Break down your BIG goal into smaller, intermediate goals. What are those steps?*

What?	Expected Completion
NEW CAR INVENTORY	_____
GROSSES TO GUIDE	_____
EXPENSE CONTROL	_____
TRAINING STAFF	_____
EMPLOYEE RETENTION	_____
_____	_____
_____	_____
_____	_____
_____	_____

Other Information / Comments:

WILLIAM HAMELIN

Print Name

WILLIAM HAMELIN

Manager Signature

JUNE 30TH

Date

Column

Line

NAME PLAN.

this goal? If not, how will you

ions

N CHANGE

Completed

