

PARTS SMART GOAL

Specific:

Increasing our wholesale sales would increase our parts sales volume and create new relationships which could also lead to potential new vehicle sales.

In December, we sold \$30,171 and grossed \$9,004. Our goal for February 2024 is to increase wholesale by 10%. This would add \$3,017.

Measurable:

We can see our sales from December and reference January's growth and February.

Attainable:

Yes, this is very attainable. This would equate to creating a new wholesale relationship or increasing volume on an existing relationship.

Relevant:

This necessary increase would put a focus on wholesale partners or the need for more partners. The better relationships we encourage, the better it is for the entire dealership.