

## Place your Title Here

Today's Date: 6/30 Target Date: 12/31 Start Date: 6/30

Date Achieved: \_\_\_\_\_  
Sales Department      Combo of different ~~Composite~~ <sup>Statement lines</sup> ~~Page~~ <sub>Column</sub>      Line

### SMART GOAL

**Specific:** What exactly will you accomplish? KPI is 8.2% <sup>April</sup> KPI will be 17% <sup>by 12/31</sup>

New vehicle GR01 is my focus. While Infiniti's \$\$\$ for new cars is spread through a heavy 'holdback' focus, we have plenty of opportunity here.

**Measurable:** What reports / calculations will you use to measure your results?

Will calculate GR01 at the end of each month. Reduce active inventory while continuing our sales volume. Will help us get to our goal.

**Achievable:** Is achieving this goal realistic with effort and commitment? Have you got the resources to achieve this goal? If not, how will you get them?

Absolutely. While it is hard to hit our Infiniti #'s w/o being very aggressive w/ deals, increasing managerial involvement w/ sales people and customers will yield ↑ profits.

**Relevant:** Why is this goal significant to your dealership operations? To You?

Maintaining unit volume while ↑ profit and ↑ turn will yield better profit and will ensure we are maximizing efficiency. Flooring costs decrease w/ ~~less~~ less inventory aging.

**Timely:** You answered "what" under specific. Now tell us **BY WHEN**.

By 12/31. It's important that we have the right mindset to kick off 2019. The rest of the year in 2018 can get our mindset set.

**Take Action!**

**Potential Obstacles**

Factory pulling back further  
on programs.

Objectives increased

**Potential Solutions**

Enhance value-based  
training.

Find the sweet spot w/  
aggressiveness so as not to  
do silly deals.

**Who are the people you will ask to help you?**

Robert Jordan - other sales manager  
Chad and Steve - finance managers

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

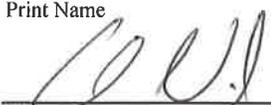
What?	Expected Completion	Completed
ROI → 12-13%	10/31	
Monthly 'value' presentations by sales staff	9/30	
TO done 'early' by all sales staff	Immediate	

**Other Information / Comments:**

When it comes to Infiniti, they have a tendency to put programs in place that put a lot of pressure on dealers to take deals they shouldn't. We must work smarter to keep KPI in line, despite these pressures.

Chris Wilson

Print Name



Manager Signature

6/30

Date

N338

Class Number