



**S** SPECIFIC    **M** MEASURABLE    **A** ACHIEVABLE    **R** RELEVANT    **T** TIME-BOUND

Name Rafael Mercedes Class # 435

Dealership Mercedes-Benz of Nanuet Date 5/27/2024

Current Situation or Challenge to be Addressed:	We are currently missing sales opportunities by mostly selling MB Product		
Current Performance Level (include specific measure):	5% Off-Brand Sales		
Goal (what do you want to achieve?)	Our goal is to drive more traffic to our service department, increase sales volume and gross		
Goal Performance Level (include specific measure)	20% off Brand Sales while not lowering our Pre-Owned Mercedes-Benz sales		
Goal Start Date:	6/1/2024	Goal End Date:	9/30/2024
First Check-in Date:	6/30/2024	Performance Objective:	7.5%
Second Check-in Date:	7/31/2024	Performance Objective:	12.5%
Third Check-in Date:	8/31/2024	Performance Objective:	15%
Fourth Check-in Date:	9/30/2024	Performance Objective:	20%
How does your goal align with the dealers' vision?	Our vision is to give every one of our clients an experience so personal that will keep them coming back to us for all of their automotive needs and let others know along the way. Our goal will only help attain our vision.		
What are the potential benefits of achieving your goal?	Increased gross, increased return business, increased service business. Currently we are selling about 100 Pre-Owned vehicles with under 5% of those being off-brand		
What are the potential consequences if you don't achieve your goal?	The consequences could be aged vehicles if they aren't priced right, marketed right and not ready in a timely fashion. Less than the projected gross for the dept.		
Why is the goal important to you?	It was eye opening in V01 the sales we were missing out on. We as an organization always beat the odds and want to win in everything we do.		
Potential Obstacles	Lack of vehicles in the wholesale market		
Potential Solutions	Paying more for vehicles at the door. Sell more new cars along the way. Work with our buyer to find cars through alternate sources.		
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	At a conservative 2500 PVR front and back we would generate another 50,000 in gross in the sales department. Make more new car deals. At 1500 avg recon on off-brand there is a potential for an additional 21000 in parts and service income.		

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What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Source the right Vehicles	Use Stockwave and Profit Time GPS	Rafael Mercedes, UCM David Garcia Buyer	Purchase the right cars and price them right from day 1	06/01/2024-9/30/2024 Check 1st and 15th of each month
Add Financial Institutions	Banks	Finance Director	Add at least 4 more lenders to broaden our buying potential	6/01/2024- 7/15/2024 Checkpoint 6/15/2024 & 7/1/2024
Add additional F&I Products to support off	Vendors	Finance Director	Find quality offerings that will bring value and profit opps.	06/01/2024-07/01/2024 Checkpoint: 6/7 ,6/15, 7/1/2024
Run all trades through a Used Car Inspection as soon as they arrive	Vehicles	Internal Advisor/UCM/UCM Assistant	Find more units that can be retailed	6/1/2024-9/30/2024 Check-in weekly
Market to our previous off-brand customers monthly	Automotive Mastermind,DMS	UCM/ Marketing Rep	Market one on one basis to customers that have purchased off-brand vehicles in the past	6/1/2024 - 9/30/2024 6/15, 7/15, 8/15, 9/15/2024
Get Service & Parts Department onboard	Technicians, Parts drivers, Rapid Recon	Service Mgr/Parts Mgr/UCM	Have off-brand cars going through service in 3 days	6/1/2024-7/15/2024 Checkpoint: 6/15/2024, 7/1/2024, 7/15/2024
Track Daily Acquisitions	Daily DOC	Buyer/UCM	Ensure that we are buying the right cars at right Adj Cost to market and pricing based on metal grades	6/1/2024-9/30/2024 Checkpoint dates: Weekly Monday morning Asset Meetings

As you work toward your goal, it's important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don't have to spend your valuable time micromanaging.



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Once you've accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

Keep up monthly meetings and weekly check-ins with Buyer, Marketing Rep, Finance Team, Service Mgr, Parts Dept to make sure that everyone is doing their part to help us reach our target. If we see success plan to increase our number to 25 and then 30%

Describe any planning or implementation meetings conducted as part of development of your plan.

Meet with the Service and Parts Department Managers to go over our goal and vision and how much potentially it will impact their department. Make sure that the proper relationships, especially in parts are in place to be able to source parts in a timely fashion. Have service ask for volunteers that will work after-hours to work on off brand vehicles Offer to split incentive for Tech to stay.  
  
Meet with buyer and come up with a list of vehicles we would like to stock and focus primarily on platinum and Gold units. Incentivize buyer for units purchased that can be sold within 15 days of acquisition \$200, within 30 days of acquisition \$100, within 45 Days \$50 per unit. Also track daily acquisitions in our daily doc to ensure we are buying the units we need to meet or exceed our goal.  
  
Meet with marketing rep to come up with Social ads that emphasize that we are in the all makes and models business and one on one marketing to our previous off brand customers on a monthly basis.  
  
Sit with Finance Team and find the gaps in our lenders and product offerings that will help us improve our PVR on off brands and ensure we have the buying potential for customers with less than perfect credit outside of our captive.

Sponsor Signature: