

Place your Title Here

Today's Date: 8/13/18 Target Date: 11/1/18 Start Date: 8/1/18

Date Achieved: _____
Department Month Composite Page

SMART GOAL

Specific: *What exactly will you accomplish?* KPI is 747 KPI will be 1300.

Pg 21 Ln 6 / Increase used car front end gross. Increase Used Car Inventory Turns

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

Price to market in used car pricing tool(Firstlook). Week One workbook pg 51 Inventory Turns
(12 Months divided by months supply of pre-owned inventory = Turn) Avg. days it takes for a used
vehicle to be front line ready.

Achievable: *Is achieving this goal realistic with effort and commitment? Have you got the resources to achieve get them?*

Yes & Yes

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

Because used cars are a huge part of the dealership. If I can get my used car gross to group avg. I will
almost double my front end gross. Also by increasing my inventory turns I will get the service
used car reconditioning as well.

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

I want to achieve this goal within 90 days.

Take Action!

Potential Obstacles	Potential Solution
Used Cars/ Hard to find/ Right ones	Auction, Sell more New Cars to get trade ins.
Salespeople	Training
Avg Recon Time	Have a solid process in place
Aged Inventory	Price to the market/ Have a bucket p
	stragegy

Who are the people you will ask to help you?

Sales Managers, Sales Team, Service Mgr, Used Car recon Mgr

Heather, Jeff, Nada Instructors

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

What?

Expected Completion

Other Information / Comments:

Allen Erickson N338

Print Name

Manager Signature

Date

Column

Line

this goal? If not, how will you

ions

used

pricing

Completed

Class Number