

Zach Dodge Sales and Internet Director

Today's Date: 8/1/18 Target Date: 1/1/19 Start Date: 8/1/18

Date Achieved: _____ **Page 9**
Department _____ Month _____ Composite Page _____

SMART GOAL

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

Our goal is to increase New car F&I income per retail unit delivered to \$1500.

Currently we are averaging \$1383 per copy through July 2018.

The group average is \$1488, therefore we would like to be above the group.

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

I will use the composite as one resource to monitor our progress after chargebacks.

I also use the F&I Income Ranking Report through CDK to see what my team's current numbers are.

Ford also provides us a report showing Service Contract and Maintenance performance in the zone.

Lastly I have a matrix that calculates penetrations, and percopy numbers on all product lines plus reserves.

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

We do have the resources available at the dealership to achieve this goal.

I believe the goal is realistic, although we do have a couple challenges to overcome.

One challenge is the inability to sell Gap insurance to military due to new federal laws.

The other challenge is we have one finance manager who is still very new at finance.

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

A healthy profitable finance department is critical to a strong bottom line net profit.

We don't make much profit on new vehicles due to our one price volume based sales philosophy.

Having a strong new car finance department is essential to one price selling and volume stores.

I came out of the finance office originally when entering management. It is near and dear to me!

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

The 1st of next year gives our team 5 full months to figure this out.

This allows us time to implement training, set goals within the departments, review personel.

Take Action!

Potential Obstacles	Potential Solution
<u>Gap cannot be sold to a US Service Member</u>	<u>Find another product for a work around</u>
<u>New Finance Personnel</u>	<u>Implement regular training program</u>
<u>High Cost Products</u>	<u>Review cost of products for a better price</u>
<u>Poor Floor Sales F&I Turn process</u>	<u>Train on proper F&I product endorsements</u>
<u>Lender restrictions tightening</u>	<u>Find some new lenders</u>
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Who are the people you will ask to help you?

Gordon our Zurich rep can help me with weekly training. Rob Flood our Ford rep can help me with training.
Diane our most experienced finance manager can help me find some new lenders.
I will also draw upon my own experience to help make the goal happen.

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

What?	Expected Completion
<u>Implement Immediate Training Plan</u>	<u>8/3/2018</u>
<u>Find 1-2 new lenders to add variety</u>	<u>11/1/2018</u>
<u>Train sales staff</u>	<u>9/10/2018</u>
<u>Review New Products</u>	<u>10/1/2018</u>
<u>Review F&I Processes for Profit Leaks</u>	<u>9/10/2018</u>
<u>Increase VSC Average Profit \$125</u>	<u>9/10/2018</u>
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Other Information / Comments:

By increasing our average profit on VSC and Maintenance a minimum \$125 per contract we can very likely accomplish our goal. Currently our average VSC profit is \$718 a contract. An additional \$125 times an average 82 contracts equals \$102,560.

Zach Dodge
Print Name

Zach Dodge
Manager Signature

8/1/2018
Date

this goal? If not, how will you

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und. _____

value _____

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Completed

8/3/2018 Training is continuous moving forward.

omplish our goal.

\$119 more per copy each month.