

Place your Title Here

Today's Date: 8/31/18 Target Date: 1/31/19 Start Date: 7/1/18

Date Achieved: _____
Department Month Composite Page

SMART GOAL

Specific: *What exactly will you accomplish?* KPI is _____. KPI will be ____ #whole units decreased/ret

We will have a 75 day turn policy- each rooftop will have ability to price until day 43 which is when our corporate team will come in and price the vehicle based on their research in the market- then the store has the rest of those 75 days to retail vehicle- at end of 75 days the vehicle can be moved to other stores based on what the corporate team thinks and then they are back in the cycle or sent to wholesale and auction

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

Buyers meet every Monday and have a "war room" see which cars may go where once car is approaching 60 days and swap the vehicles- daily sales log- month end compare financials of wholesale dollars and retail dollars - 3 things will sell or not sell a car- cant short change a shop ticket 2. pricing- competitive to market 3. Marketing- how are you exposed

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

Yes this goal is achievable- we created a buying team that is corporate based- Their main job is to go in and price the vehicles after 45 days and then if that car is still not sold after 60 days they analyze the vehicle and other stores have the ability to buy the vehicle within Haley and it gets another round of retail attempt We want our used car ratio 1.3 but also keep new just as high

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

Significant because it will help keep vehicles within Haley and we will stop wholesaling so many vehicles to competitors- UC Report Summary -looking at an enterprise level (executive eye)-total used per copy vs SMLY - negative number but more units - to become one of the used car leaders in the richmond market

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

180 day review- re-strategize

Take Action!

Potential Obstacles

Buying in to the program - no one likes change
The unknown

Adapting to the market

Potential Solut

Success of the program -detail plan
Be flexible
Buyers have autonomy- buyers have

market is ever changing with tariffs
not -value going up and down- have
so good when goes up but needs to l
too

Who are the people you will ask to help you?

All of the Managers have to be involved and fully committed- the coroprate buying team has to be on top
of their stores and pricing correctly to get the vehicles out

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

What?

Move ratio 1/10 at a time at group level
without sacraficing new car business
Meeting with all managers go over
process and policy
Coroprate buying team needs to know
the inventory

Expected Completion

every 2months

beginning of program

every day

Other Information / Comments:

Kinsey Pridgen

Print Name

Manager Signature

Date

Column

Line

ail unit increase_____.

this goal? If not, how will you

ions

last say

and what

to sell

buy cars

Completed

june 15th

every month
