

Place your Title Here

Today's Date: 8/1/18 Target Date: 12/31/18 Start Date: 8/1/18

Date Achieved: _____ Pre-Owned Aug 18
Department Month Composite Page

SMART GOAL

Specific: *What exactly will you accomplish?* KPI is 1.93%. KPI will be _____ 12%

Increase the operating profit return on gross profit from 1.93% to the guide of 12%

by the end of 2018 and no later than the 2nd quarter of 2019

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

I will be looking at the expenses for the pre-owned department

I will be measuring the turn rate for the pre-owned inventory

I will be measuring the pre-owned break even point with F&I

I will be looking at the fixed ops departments expense allocations

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

This goal is realistic with a focus on allocating more expenses to the fixed operations departments

I have a strong relationship with the service and parts managers and a ongoing project of building a second team of technicians. We have a slow and steady approach to increase service and parts sales, by buliding a second team of technicians.

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

I feel our expense allocation needs to be revised. Along with more evenly allocating expenses to our fixed ops departments and increasing our sales and operating profit I think we can get the total absorption closer to guide too.

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

The goal is to get the GROI to guide by the end of 2018 and no later than the 2nd quarter of 2019.

Take Action!

Potential Obstacles

Dealer and Controller opposition to expense allocation changes.

Service and parts dept. managers opposition to spreading out the expenses.

The inventory turns not improving due to soft market conditions and not being able to stock the right inventory.

Potential Solution

Presenting the changes based on fact from accurate calculations.

Engaging with them on a regular basis to instill the long term vision.

Improving the merchandising, engaging with our vendors, and meeting with our pre-owned buyers to determine t

Who are the people you will ask to help you?

President of the company Jake Sodikoff

COO Andria Jackson

Service Mgr Brannon Pyles, Parts Mgr Kenny Crider

UCM Tanner Johnson and Vehicle Acquisition Analyst Larry Davis

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

What?

Expected Completion

<i>Review expense allocation</i>	9/30/2018
<i>Discuss the changes</i>	10/31/2018
<i>Continue developing technician teams</i>	9/30/2018
<i>Continuing to focus on pre-owned inventory</i>	12/31/2018
<i>Calculate GROI</i>	12/31/2018

Other Information / Comments:

Matthew Francisco

Print Name

Matthew Francisco

Manager Signature

9/1/2018

Date

this goal? If not, how will you

ions

ts derived _____

sis to _____

ging _____

dy with _____

the right vehicles _____

Completed

