

SMART Goal

<p>INITIAL GOAL</p>	<p>Write the goal that you have in mind.</p> <p>Increase the Parts department gross wholesale sales by 10%</p>																											
<p>SPECIFIC</p> <p>S</p>	<p>What do you want to accomplish? Who needs to be included? When do you want to do this? Why is this a goal?</p> <p>Grow the dealership's whole division by 10% by increasing our wholesale client count. The Service Manager and assistant Manager need to be involved in the process. We will begin the initiative October 15, and we will set a goal of 10% increase starting January 31st 2025 - increases will be based on 2024 results.</p>																											
<p>MEASURABLE</p> <p>M</p>	<p>How can you measure progress and know if you've met your goal?</p> <table border="1" data-bbox="334 716 1528 842"> <thead> <tr> <th>REVENUES</th> <th>JAN</th> <th>FEB</th> <th>MAR</th> <th>APR</th> <th>MAY</th> <th>JUN</th> <th>JUL</th> <th>AUG</th> </tr> </thead> <tbody> <tr> <td>Wholesale Target</td> <td>\$40,000</td> <td>\$37,000</td> <td>\$40,000</td> <td>\$40,000</td> <td>\$40,000</td> <td>\$40,000</td> <td>\$40,000</td> <td>\$40,000</td> </tr> <tr> <td>Actual</td> <td>\$47,455</td> <td>\$37,158</td> <td>\$23,374</td> <td>\$66,672</td> <td>\$31,845</td> <td>\$54,368</td> <td>\$40,270</td> <td>\$13,900</td> </tr> </tbody> </table> <p>2024 performance has achieved 99% of dealership target with very little focus on growth from 2023. Increases will be measured over 2024 actual results.</p>	REVENUES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	Wholesale Target	\$40,000	\$37,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	Actual	\$47,455	\$37,158	\$23,374	\$66,672	\$31,845	\$54,368	\$40,270	\$13,900
REVENUES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG																				
Wholesale Target	\$40,000	\$37,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000																				
Actual	\$47,455	\$37,158	\$23,374	\$66,672	\$31,845	\$54,368	\$40,270	\$13,900																				
<p>ACHIEVABLE</p> <p>A</p>	<p>Do you have the skills required to achieve the goal? If not, can you obtain them? What is the motivation for achieving this goal? Is the amount of effort required on par with what the goal will achieve?</p> <p>We do have the skills to achieve the goal. We will utilize the vendor lists from our other dealer group dealerships to determine gaps in our vendors. We will provide an incentive of \$25 for the assistant service manager to sign up a new vendor with a successful order. I feel the effort required is valid as this is an area we have put very little focus. We believe there is low hanging fruit which can be partnered with us from just simple contact.</p>																											
<p>RELEVANT</p> <p>R</p>	<p>Why am I setting this goal now? Is it aligned with our overall objectives?</p> <p>I am setting this goal as it is an area we have put very little focus. Our parts manager also agrees it has opportunity for growth, and that mind set will help us achieve the goal.</p>																											
<p>TIME-BOUND</p> <p>T</p>	<p>What's the deadline and is it realistic?</p> <p>The deadline for a 10% increase is January 31st. I believe this is attainable as it is one of the busier Bodyshop seasons in our market. It will also give us 2 ½ months to prospect and accumulate new wholesale Partners.</p>																											
<p>SMART GOAL</p>	<p>Review your answers above and craft a new goal statement based on them.</p> <p>VW Victoria will be a Wholesale leader in the GAIN Group of Companies.</p>																											