

Place your Title Here

Today's Date: 9/1/18 Target Date: 6/30/19 Start Date: 10/1/18

Date Achieved: _____
Department Month Composite Page

SMART GOAL

Specific: *What exactly will you accomplish?* KPI is 53%. KPI will be 85%.

My goal is get the dealership from 53% total obsorbtion to 85% by 6/30/19.

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

I will be using financial statement, accounting schedules and NADA Financial Management Participant Workbook for calculations.

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

This goal is very realistic. I have 100% commitment of Dealer Principal and should have all resources available to me.

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

This goal is huge for the dealership, allowing us to get more aggressive with New Car sales and increase overall profitability.

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

I will have dealership to 85% total obsorbtion by 6/30/19 and 100% by 1/1/20

Take Action!

Potential Obstacles	Potential Solution
Getting all managers bought in 100%	Have biweekly managers meetings to
	over financials as well as progress a
	of improvements.

Who are the people you will ask to help you?

This will have to be a team effort of Dealer Principal, General Manager, Used Car Manager, Parts Manager, and Service Manager

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

What?	Expected Completion
<i>Used car inventory 60 day max.</i>	4/1/2019
<i>And proper inventory mix</i>	
<i>Increase gross profit in Parts Dept</i>	1/31/2019
<i>Increase gross profit in Service Dept</i>	4/1/2019
<i>Reduce Total Dealership expences</i>	6/30/2019

Other Information / Comments:

Mike Watson

Print Name

Manager Signature

9/1/2018
Date

Column

Line

this goal? If not, how will you

ions

o go _____

nd areas _____

Completed
