

Marketing Coordinator

Today's Date: 10/3/18 Target Date: 2/1/19 Start Date: 11/1/18

Date Achieved: _____ Used Car Department August Page D 2 2
Department Month Composite Page Column Line

SMART GOAL

Specific: What exactly will you accomplish? KPI is 16.51%, KPI will be 20%

Increasing the absorption of the dealership. Specifically by improving the contribution coming from the used car department through gross profit front and back end and expenses. Reducing the expenses such as Sales and F&I Commissions along with the reduction of Policy on a Per Vehicle basis while increasing gross both on the front and back end and will allow for higher absorption.

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

Calculation for total absorption, gross profit on a per month basis, total used car gross with wholesale and F&I Expenses; Policy, Sales Commissions and F&I Commissions. These will be examined closely on a monthly basis for the next 3 months by the Used car sales manager, the GM and CFO to see the progress being made. The benchmark of where we are trying to be has been measured by looking at BOC Subaru on our composite. We will also be looking at our daily d.o.c and daily sales reports to track the performance against our goals over the course of the month.

Achievable: Is achieving this goal realistic with effort and commitment? Have you got the resources to achieve this goal? If not, how will you get them?

This goal is realistic and achievable. We are setting our parameters higher than what we currently have in place YTD. However, we are setting them lower than the BOC Subaru to allow us to obtain our first set goal of Increasing total absorption within a 90 day period. If this is achieved, it will allow us to continue to increase our goal for total absorption and work towards continuing to increase total absorption with another 90 day target in mind.

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

This goal is significant because it will help increase front end and back end gross. By increasing the absorption of the dealership in used car department and by lowering expenses it will make the dealership more profitable both on a monthly, quarterly and yearly basis.

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

Within a 90 day period we believe we will be able to increase our total used car share of absorption by 3.49%. Our goal if we have success within those 90 days would be to increase our total used car share of absorption to 23.49% after 180 days.

Take Action!

Potential Obstacles

By reducing sales compensation and F&I compensation you run the risk of losing Salespeople and F&I managers.
 By lowering policy and not handling customer expectations you run the risk of bad CSI scores

Potential Solutions

If our job in the culture we have established to show that by creating more business they will still make the same amount of money. We will be slow in transitioning them.
 Training in the area that uses most policy so employees understand the need to be careful and give the best customer service possible. Also making sure your record of used cars is done properly

Who are the people you will ask to help you?

The people helping would be the Used Car Sales Manager, F&I Managers, the General Manager, the CFO and Controller.

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

What?	Expected Completion	Completed
Increase Used car front end gross profit from \$1163 to \$1500	2/1/2019	
Decrease number of wholesale while increasing the number of retail 1:1	2/1/2019	
Increase Used car back end gross profit from \$702 a copy to \$800	2/1/2019	
Reduce policy- reduce dollar amount per vehicle sold from \$70 to \$50	2/1/2019	
Reduction of Sales from 31.53% of gross to 25% and F&I Commissions from 12.3% of F&I gross to 8%	2/1/2019	

Other Information / Comments:

Print Name Danielle Schreiber

Manager Signature _____ Date 10/3/2018 Class Number N342