

SERVICE DEPARTMENT PROFIT CENTER

Today's Date: 10/5/18 Target Date: 12/1/18 Start Date: 11/1/18

Date Achieved: 11/1/18 SERVICE SEPT 29
Department Month Composite Page

SMART GOAL

Specific: *What exactly will you accomplish?* INCREASE F=GROSS PERCENTAGE TO 73%
We will retain 73% of our service gross. By doing this, the service department will break even or be profitable

Measurable: *What reports / calculations will you use to measure your results?*
We will Run out RAP report daily and will monitor the Service Advisors ELR and Hour per RO
Door Rate is 160 and the advisor should adv 1.75 hrs per RO

Achievable: *Is achieving this goal realistic with effort and commitment? Have you got the resources to achieve get them?*
Yes this is very achievable. By shown 100% of our customers menu and 45% penetration will accomplish this.
Remove the discount button.

Relevant: *Why is this goal significant to your dealership operations? To You?*
Currently our service department is in the red for the Year. It is important to this dealership this department cover absorption need to be profitable.

Timely: *You answered "what" under specific. Now tell us BY WHEN.*
By adding a selling advisor we will upsell and retain more work for the shop.
This process will take 30 days and we will see major improvements

Take Action!

Potential Obstacles	Potential Solution
<u>Service Advisors push back on Menu</u>	<u>Replace Service advisors</u>
<u>Not following the process</u>	<u>Train more often on process</u>
<u>Hitting the Discount button</u>	<u>Managing the Discounts (must have</u>
<u>Not upselling enough</u>	<u></u>
<u></u>	<u></u>
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Who are the people you will ask to help you?

Service Advisors

Service Manager

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

What?	Expected Completion
<u>Keeping Door Rate</u>	<u>11/1/2018</u>
<u>100% menu Presentation</u>	<u>11/1/2018</u>
<u>1.75 per RO</u>	<u>11/1/2018</u>
<u></u>	<u></u>

Other Information / Comments:

Michael Winding

Print Name

Manager Signature

Date

2

Column

B

Line

this goal? If not, how will you

some of the absorption

ions

: approval

Completed

11/1/2018

11/15/2018

11/15/2018

Class Number