

# General Sales Manager

Today's Date: 10/15/18 Target Date: 4/30/19 Start Date: 11/1/18

Date Achieved: 4/30/19

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*Department* *Month* *Composite Page*

## **SMART GOAL**

**Specific:** *What exactly will you accomplish?* *KPI is 5%-11%. KPI will be 9%-15%.*  
To increase new and pre-owned operating profit return on gross. New from 5% to 9% and used from 11% to 15%.

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**Measurable:** *What reports / calculations will you use to measure your results?*  
The reports/calculations used will be vehicle operating return on gross for new and pre-owned vehicles.  
(Total vehicle gross minus total vehicle expenses.) As the General Sales Manager of the department, I will have to look at keeping expenses down, like sales person compensation, floor plan interest, F&I compensation, deliver policy and advertising expense.

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**Achievable:** *Is achieving this goal realistic with effort and commitment? Have you got the resources to achieve them?*  
I feel with the team we have in place now we can achieve our goal. We have a new Used Car Manager that is committed to acquiring the correct inventory and keeping expenses down in the department. We also just added a recon department, for PDR, bumper repair, glass repair, and wheel repair. This will help keep costs down and add gross profit to the dealership.

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**Relevant:** *Why is this goal significant to your dealership operations? To You?*  
It is significant to the dealership because it will generate more revenue. As the the General Sales Manager I will be able to hold more profit for the sales department. This is very important in todays challenging markets with lower front end margins.

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**Timely:** *You answered "what" under specific. Now tell us BY WHEN.*  
We will do our best to hit our numbers by April 30th, 2019. My start date is November 1st, but I have already started to plan with my sales team. I will have weekly meetings with my sales managers and department heads to

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**Take Action!**

Potential Obstacles	Potential Solution
<u>Keeping expenses down</u>	<u>Monitor all expenses in the department</u>
<u>Not turning inventory fast enough</u>	<u>Don't allow inventories and receivables to get old.</u>
<u>Liabilities</u>	<u></u>
<u>Not stocking the correct inventory</u>	<u>Only stock vehicles that are in high demand</u>

**Who are the people you will ask to help you?**

The president of the company  
General manager  
Sales management team

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

What?	Expected Completion
<u>Stocking the right inventory</u>	<u>continual</u>
<u>Working to maximize every deal</u>	<u>continual</u>
<u>Adjust compensation plan for Sales and F&amp;I</u>	<u>1/1/2019</u>
<u>Bring advertising and demo expenses down to a reasonable level</u>	<u>continual</u>
<u></u>	<u></u>
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**Other Information / Comments:**

Marius Krawiec  
Print Name

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Manager Signature

10/15/2018  
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