

## Place your Title Here

Today's Date: 10/20/18 Target Date: 3/17/18 Start Date: \_\_\_\_\_

Date Achieved: \_\_\_\_\_ **F&I** **Sept.** **19**  
*Department Month Composite Page*

### **SMART GOAL**

**Specific:** *What exactly will you accomplish?* KPI is 5.45%. KPI will be 10% 30

I will raise our used vehicle service contract penetration from 5.45% up to 30%.

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

I will measure our results using our Product specialist menu system (by vision), to measure the results to ensure that we are moving the needle.

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

This goal is 100% achievable. We have a new hire veteran Business manager as well as a salesperson we just converted to a second business manager. Both individuals are fully capable of this and have been increasing their overall VSC penetration.

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

In order to be profitable in the used car department we need to maintain a front/back gross average of \$2300 or greater. To meet these goals we have to make about \$800-\$1000 PVR on a used vehicle. We struggle obtaining these numbers but they will be very attainable if we can increase our used VSC penetration.

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

I think the best way to hit this goal is by enforcing consistent process and by training on the feature/benefit of a VSC on a used vehicle. In order to train and have time to move the needle a realistic timeline would be to hit this goal by January 1, 2019.

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**Take Action!**

Potential Obstacles	Potential Soluti
Lack of financed used vehicles	Make sure we have the right mix
Inexperience	Train on used VSC
6 inches between their ears	Establish the right mindset

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

I will be asking the used manager, both F&I Managers, and our Backend product trainers to help us achieve this goal.

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

**What?**

*Maintain used Finance penetration of 70%*

*Have the trainers come and help*

**Expected Completion**

Current

1 week

**Other Information / Comments:**

Mitch Amdahl

Print Name

Manager Signature

10/20/2018

Date

**7**

Column

**B**

Line

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*is goal? If not, how will you get*

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**Completed**

Current

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