

Place your Title Here

Today's Date: 11/5/18 Target Date: 2/28/19 Start Date: 12/1/18

Date Achieved: _____ **absortion** _____
Department Month Composite Page

SMART GOAL

Specific: *What exactly will you accomplish?* KPI is 70%. KPI will be 100%.

I WANT TO GET DEALERSHIP TOTALLY ABSORDED FROM PARTS SERVICE AND USED
since we are in a small town of 3500 18000 surrounding its hard to drive enough biz in to make the parts and ser
profitable. Our used and new dept over preforms. So my goal is to increase gross by 40,000 per month used
10,000 per month in service and 5000 per month in part, if I can do this we will be 100% absorbed

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

will used the total absorption calculations but also look at dollars per ro and dollars per copy in used dept

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

yes this is realistic, in used I will hold more save a deal meetings and try a tad bit more advertising to sell 13
more cars at 3000 a copy, parts- increase counter & internal sales currently 28% should be 41%
do this by uping internal rate and up counter rate and stop discounting, service I will put menu in place, train on
up selling and work on and train writer to use schedular better, also cut unimplided time down by staying on tec

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

its important because we kill it in new and used for the size of or store, so if I can simply get parts and service
more productive we will make way more bottem line and have to depend less on new and used car sales

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

will start immeditly and achieve this goal by 2/28/19

Take Action!

Potential Obstacles	Potential Solut
<u>getting more salesman and another tech</u>	<u>go around town for sales and try soc</u>
<u>_____</u>	<u>media to recruit</u>
<u>_____</u>	<u>_____</u>
<u>driving more biz to store</u>	<u>advertise more and stock better inv</u>
<u>_____</u>	<u>_____</u>
<u>keeping people focused</u>	<u>hold more consistant daily and week</u>
<u>_____</u>	<u>meeting with sales and p&s depts</u>
<u>_____</u>	<u>_____</u>

Who are the people you will ask to help you?

everyone take a team to build a dream.. Group every from sales sales mgr p and s mgr and techs

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

What?	Expected Completion
<u>40,000 more gross used monthly</u>	<u>12/31/2018</u>
<u>10,000 more gross service monthly</u>	<u>1/30/2019</u>
<u>5000 more gross parts monthly</u>	<u>1/30/2019</u>
<u>55,000 more gross from used P&s</u>	<u>_____</u>
<u>depts montly total</u>	<u>2/28/2019</u>
<u>_____</u>	<u>_____</u>
<u>be 100% absorbed with these dept</u>	<u>3/30/2019</u>
<u>_____</u>	<u>_____</u>
<u>_____</u>	<u>_____</u>

Other Information / Comments:

landon wood
Print Name

landon wood
Manager Signature

11/5/2018
Date

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Completed
