

CRAIG COLBY FIXED OPERATIONS DIRECTOR

Today's Date: 11/16/18 Target Date: SPRING 19 Start Date: 11/19/18

Date Achieved: _____ used cars D
Department Month Composite Page

SMART GOAL

Specific: *What exactly will you accomplish?* KPI is 24.95_____. KPI will be _30.00_____.
task used car director to review inventory and look for opportunity to increase gross per unit.

Measurable: *What reports / calculations will you use to measure your results?*
total absorption and fixed absorption calculations.

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

Relevant: *Why is this goal significant to your dealership operations? To You?*
between used cars and fixed , they should cover 100% of dealership expenses.Currently we are at 58% fixed and 24.95% used , a lot of room for opportunity.

Timely: *You answered "what" under specific. Now tell us BY WHEN.*
by spring of 2019

Take Action!

Potential Obstacles

mindset
culture
customer climate
inventory mix
competition
internet

Potential Solution

new way of thinking
leadership
price right
fast moving inventory
aggressive advertising
v-auto

Who are the people you will ask to help you?

used car director , lead management team

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

What?

gross

Expected Completion

spring 19

Other Information / Comments:

Craig Colby

Print Name

Manager Signature

11/16/2018

Date

1

Column

B

Line

his goal? If not, how will you

ions

Completed
