

Chris Dunn - General Sales Manager - Evergreen Subaru  
Auburn, ME

Today's Date: 10/31/18 Target Date: 12/31/18 Start Date: 11/1/18

Date Achieved: \_\_\_\_\_  
Used Vehicle 10 16 4 C  
Department Month Composite Page Column Line

**SMART GOAL**

**Specific:** What exactly will you accomplish. KPI is 301. KPI will be 600.

I will double the used vehicle F&I income POUK.

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

I will use the financial statement and more specifically the gross profit analysis.

**Achievable:** Is achieving this goal realistic with effort and commitment? Have you got the resources to achieve this goal? If not, how will you get them?

Yes, this is very reasonable. I have the support resources and ability to change what I need to do make measurable change.

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

Doubling my used vehicle F&I would equate to a major bump in overall department revenue. At an average of 71.3 used vehicles / Month that would be \$21,390 / Month 256,680 / yr.

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

I will do this in the month of November. Look for a continued change in the next financial statement.

**Take Action!**

| Potential Obstacles       | Potential Solutions             |
|---------------------------|---------------------------------|
| - Staff                   | - Staff                         |
| - Inventory               | - Inventory                     |
| - Process                 | - Process                       |
| - Outside Finance Sources | - More in-house finance sources |
| _____                     | _____                           |
| _____                     | _____                           |
| _____                     | _____                           |

Who are the people you will ask to help you?

The owner and my sales management staff. Additionally I will ask my sales people to follow a more regimented sales process.

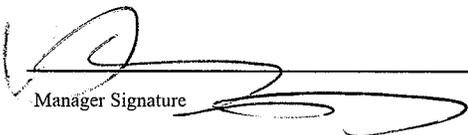
Specific Action Steps: Break down your BIG goal into smaller, intermediate goals. What are those steps?

| What?                               | Expected Completion | Completed |
|-------------------------------------|---------------------|-----------|
| - Replace F&I Managers              | 12/1                | _____     |
| - empower the sales desk            | 11/1                | 11/1      |
| - provide training to New F&I       | ongoing             | _____     |
| - Improve menu system               | 1/1                 | _____     |
| - Increase F&I office hours         | 12/1                | _____     |
| - Increase from 2 to 3 FI managers. | 11/12               | 11/12     |
| _____                               | _____               | _____     |
| _____                               | _____               | _____     |
| _____                               | _____               | _____     |

Other Information / Comments:

Christopher Dunn

Print Name



Manager Signature

11/12/12

Date

344

Class Number