

New Vehicle Net F&I Income

Today's Date: 11/23/18 Target Date: 4/1/19 Start Date: 12/1/18

Date Achieved: _____ new f&I Oct 10
Department Month Composite Page

SMART GOAL

Specific: *What exactly will you accomplish?* 857 1075

Task finance directors and New Car Sales Desk to increase New Vehicle Net F&I income to group average of 1075

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

Daily DOC, Internal Daily F&I Logs, Monthly Statement and Composite

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

Yes, need continued focus from Sales Floor, to Desk , to Finance Managers in the box
Focus on additional Service Contract sales, as well as Chemicals (Paint and Fab protection)
Improvement on endorsement of products on sales floor at time of sale

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

New Vehicle gross is tough to achieve on the sales floor. Strong competition and Manufacturer programs push volume over gross. Volume is strong - added Finance income helps overcome lack of profit in the vehicle sale

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

Need to start the process immediately and set a goal of end of Q1 2019

5

Column

1-B

Line

this goal? If not, how will you

ions

lease _____

gle room _____

n plans _____

rrides _____

Completed
