

# New Vehicle Sales

Today's Date: 11/30/18 Target Date: 3/31/19

Date Achieved: \_\_\_\_\_ New Vehicles  
*Department*

## SMART GOAL

**Specific:** *What exactly will you accomplish?* *KPI is 19. KPI will be 26.*  
I want to increase my new vehicle sales volume to be able to breakeven in my new vehicle department.

**Measurable:** *What reports / calculations will you use to measure your results?*  
New vehicle department breakeven point with F&I and compare it to the average number of new cars sold per n

**Achievable:** *Is achieving this goal realistic with effort and commitment? Have you got the resources to achieve*  
Yes it is realistic to me - I have the sales staff, sales manager, finance manager, and inventory now that I need to

**Relevant:** *Why is this goal significant to your dealership operations? To You?*  
Having taken over for my dad just back in May - I want to be able to prove myself to him and to my zone rep w/ transition happen by showing them that I can sell their product and hit my objectives and be successful like man dealers out there. Our new vehicle department has always been a weak spot and I want to change that for the fut of my company and my employees.

**Timely:** *You answered "what" under specific. Now tell us BY WHEN.*  
Mar-19

**Take Action!**

**Potential Obstacles**

- Inventory - whats in stock vs. demand
- Inventory shortages - plant closures
- Issues with bayed inventory & constraints when ordering
- Loss of employees
- Lack of want/need for new vehicles
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**Who are the people you will ask to help you?**

My dad, sales manager, sales team, and GM rep

 

 

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

**What?**

**Expe**

- Increase new sales on average per month by 2 units
- Increase new sales on average per month by 4 units
- Increase new sales on average per month by 6 units
- Increase new sales on average per month by 8 units
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**Other Information / Comments:**

Paige Reichard

Print Name

 

Manager Signature

Start Date: 12/1/18

<b>Sept.</b>	<b>10</b>	<b>1&amp;11</b>	<b>1B&amp;11A</b>
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month.

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*this goal? If not, how will you get them?*

make it happen.

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