

# General Manager

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

Date Achieved: \_\_\_\_\_ New/Pre-Owned  
Department Month Composite Page Column Line

## SMART GOAL

**Specific:** *What exactly will you accomplish? KPI is \_\_\_\_\_ . KPI will be \_\_\_\_\_ .*

120% of Hyundai's set goals and objectives of sales efficiency

Maintain a 60 day turn on all used vehicles, minimizing Whole Sale loss

Maintain a national average of CXI (Customer Satisfaction index)

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

Hyundai Zone and Regional Reports sent out by Mark Pobocik, Regional Zone Mgr, as well as Hyundai Dealer Vauto Reporting

CXI indicators sent out by Hyundai every month, also seen on Hyundai website

**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?*

Absolutely, we do have the resources and standard operating procedures to reach these goals.

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

The more market share and growth in our sales department will increase our pre-owned reconditioning on trade ins, which will in return help our parts and service department. Additional sales will bring us additional opportunities for maintenance, warranty work, tire sales and around the wheel work.

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

Currently we're maintaining and will continue going forward into 2019.

**Take Action!**

Potential Obstacles	Potential Solutions
Sales Staff	Always developing and upgrading team
Inventory restraints	Communication
Advertising	Consistency and tracking
Management	Proper motivation, training and performance based payplans.

**Who are the people you will ask to help you?**

Skipper Johnson, New Car Director, and Zach Paton, Pre-Owned Director

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

What?	Expected Completion	Completed
<i>Maintain Sales force of 15 or greater</i>	12/31/2018	
<i>Training and Accountability</i>	12/31/2018	
<i>Daily phone calls and appts</i>	12/31/2018	
<i>Internet leads tracking and accountability</i>	12/31/2018	
<i>Have a scheduled sales professional assigned to service drive, daily.</i>	12/31/2018	

**Other Information / Comments:**

*DANIEL L. EASTON*

Print Name

*Daniel L Easton*

Manager Signature

*12-4-18*

Date

Class Number