

# Jheury Moran Used Car Director

Today's Date: 12/10/18 Target Date: 3/1/18 Start Date:

Date Achieved: On Going Used Cars  
*Department* *Month*

## SMART GOAL

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

My goal is to increase our certified business across all of our manufactures. A few monts ago one of our fa  
CPO representatives provided me with a report highlighting the many benefits of increased CPO sales. For  
CPO vehicles turn faster, have higher warranty prentation, have higher grosses, and increased retention in  
service departments. Accordingly, I expect to accomplish increases in theses areas.

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

I will use month-over-month data with respect to CPO volume, front end gross, and warranty penetration. I  
I will monitor our turn using the calcuations we learned in class in an effort to lower our holding costs for  
Additionally, I will monitor our current CPO inventory to make sure we are at adequate levels to achieve th  
in volume.

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

Yes, this goal is acheivable. I oversee the buying process, the trade intake process and the reconditioning p  
a result I have control over our inventory and certification process so I can ensure that we have the appropri  
inventory levels.

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

This goal is significant because as mentioned above, increased CPO sales improve retention, gross, and tur  
In the last class we studied the turn and the impact it has on profitability. Service and parts retention will al  
because the manufacturers have data that shows that 70% of CPO buyers return to service their vehicles at  
dealership they purchahsed the vehicle. Also, these customers trade their car sooner than a non-CPO custom

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

I expect to achieve my goal by March 1, 2019. This will give me ample time to achieve my inventory goal  
the anticipated increase in volume. Four monts of data showing gross, warranty penetration and sales will g  
accurate perspective of the trend. In November, we pulled 30 units out of our rental department, we change  
inspeciton process to make it more affordable to the department, and, as a result, we sold more CPOs and c  
increased across the department.

**Take Action!**

**Potential Obstacles**

CPO inventory levels	change acquisition s
increased cost to certify	modify inspection c
less diversity in inventory	

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

Service Director, General Manager, Used Car Sales Managers, salespeople, director of e-commerce, and franchise representatives

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

<b>What?</b>	<b>Expected Completion</b>
<i>Increased CPO Inventory</i>	12/1/2018
<i>Increased CPO Sales</i>	3/1/2019
<i>Increased Warranty penetration</i>	3/1/2019
<i>increase CPO presence online</i>	12/1/2018
<i>increased PVR</i>	3/1/2018

**Other Information / Comments:**

Jheury Moran

Print Name

Jheury moran

Manager Signature

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**Potential Solutions**

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cost structure \_\_\_\_\_  
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