

Place your Title Here

Today's Date: 12/10/18 Target Date: 3/1/19 Start Date: 1/1/19

Date Achieved: _____ Pre Owned December
Department Month Composite Page

SMART GOAL

Specific: *What exactly will you accomplish?* Current KPI 7.6 Goal 10
Increase Used car inventory turn to 10 from 7.6.

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

Pre - owned vehicle day supply
Frozen Capital : Pre Owned
Turn Rate

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

yes it is. It might be painful to take the necessary losses initially but I make sure my team is aware that it is very

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

Reduce the amount of frozen capital. Increase avg gross profit in the long run. Result will be increase in NP in
Better processes will lead to increased consistency/stability.

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

March of of 2019

Take Action!

Potential Obstacles

used car losses will be great

executive team will not want to see reduction in
profit this will cause.

Potential Solution

Come up with a plan to spread it out
reduce the impact on a per month basis

Who are the people you will ask to help you?

Used car manager, GM and Sales people

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

What?

*Make sure cars are priced to market,
especially the oldest aged units.*

Make a plan to unload aged units

*Sell cars that we overallowed on trade
quickly or send to auction.*

Expected Completion

February

february

Feb

Other Information / Comments:

Paul Weitz

Print Name

Manager Signature

Date

Column

Line

this goal? If not, how will you

important.

long term.

ions

t _____
asis _____

Completed

