

Orlando Feliciano (Toyota San Sebastian)

Today's Date: 11/1/18 Target Date: 12/15/18 Start Date: 11/1/18

Date Achieved: 12/15/18 F&I November 12
Department Month Composite Page

SMART GOAL

Specific: *What exactly will you accomplish?* KPI is 5.76. KPI will be . **6**
We want to increase our new vehicle gross profit return on sales from 5.76% to 6%

Measurable: *What reports / calculations will you use to measure your results?*
Gross Profit/ Sales in the new vehicle department

Achievable: *Is achieving this goal realistic with effort and commitment? Have you got the resources to achieve t get them?*
This goal is achievable. We are aiming for a 0.4% increase, which we believe is not too far fetched.
We have the resources and personnel to achieve this.
November is traditionally a good sales month in Puerto Rico, so we will focus on increasing profits

Relevant: *Why is this goal significant to your dealership operations? To You?*
This goal represents an increase in Gross Profit, which our dealerships main goal
Considering how high our expenses are (but necessary considering our market) we must aim for higher margins

Timely: *You answered "what" under specific. Now tell us BY WHEN.*
We worked on this project throughout the month of November.
Therefore, by the time November's financial statement is received we want to see the results
Note: November financial statement was delayed and wew finally received it by December 12

Take Action!

Potential Obstacles	Potential Solutions
<u>Sacrificing Sales</u>	<u>Train Sales executives to follow the</u>
<u>Scoring lower on OEM SSI index</u>	<u>Emphasize customer satisfaction</u>
<u>Sales Manager approval</u>	<u>Develop action plan with sales manager</u>
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Who are the people you will ask to help you?

Sales manager, General manager, Sales executives

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

What?	Expected Completion
<u>Revise GP margins weekly</u>	<u>11/30/2018</u>
<u>Compare Sales to date to previous month(weekly)</u>	<u>11/30/2018</u>
<u>Weekly meeting with GM and Sales manager</u>	<u>11/30/2018</u>
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Other Information / Comments:

Orlando Feliciano

Print Name

Joel Bonet

Manager Signature

12/12/2018

Date

12B

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process

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Completed

11/30/2018

11/30/2018

11/30/2018

