

LINCOLN OF BLOOMINGTON MN - CHRIS SUMNER - I

Today's Date: ## 8/2/19 Target Date: _____ Start Date: _____

Date Achieved: _____
Department Month Composite Page

SMART GOAL

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

We want to increase inventory turn and generate more gross

We also want to increase sales levels to 200 units per month - currently we started with an average of 90 units per

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

Vauto Provision will help us to keep track of market days supply with our used vehicle inventory as we primarily car dealer. I will be able to use the month end financial statement as well as run a daily DMS report to make sure marketing our aging inventory appropriately and selling oldest units first and that they have the most attention. finance department will be Econtract as many deals as possible to increase cash flow in CIT's which allows us to which allows us to turn faster. We have revamped our nightly log to incorporate a CIT column.

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

Yes this is realistic - We have the resources - we just hired a better used car manager than we had previously. We as team - this can be measured and tracked and will continue to improve moving forward!

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

Cash flow is key - Cars usually don't increase in value - Profits can be made or lost quickly with aging inventory relevant to how much we are spending on floor plan interest as we don't pay cash for our used inventory yet. So manage inventory turn the less interest we have to pay and the faster you turn your inventory the vehicles are worth today and drop in value as time goes by.

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

We put this goal into place at the end of October 2018 - we have increase sales to about 135/month currently The more units we have consistently sold gives us more revenue to work with for advertising and reconditioning out a new SEO/SEM program working with a vendor who has guaranteed us the results we asked for (200 units) if we follow their guidelines for advertising - we have hired additional staff for the increase and additional manager training and support. This vendor will pay \$50,000 to us if this goal isn't hit - we are heading towards the goal of

Take Action!

Potential Obstacles	Potential Solution
Supply of what we want to stock	We have found a supplier that will sell directly vs. the auction--- it's a Canadian seller we are buying directly from them
Training - Sales People	Mandatory weekly training in store Continually growing staff and searching social media and referrals
Techs to get units through the shop	We are offering hiring bonuses and local tech schools and calling referrals

Who are the people you will ask to help you?

Our current Dealer Principal, Sales Managers, Controller and phone training from the Jennifer Suzuki Group - we have our budget for better phone training.

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

What?	Expected Completion
Move age units upfront	asap
Jennifer Suzuki phone training	September start
SEO / SEM vendor marketing	ongoing
Stock what we need	asap
Set up new tracking methods F/I	asap
Detail department	asap

Other Information / Comments:

Print Name

Manager Signature

Date

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goal working towards 200 units

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