



## SMART Goal Homework

*Homework is due the Monday of the week before you return*

**Student Name:** Thomas McNicholas

**Academy Class #:** N356

***I plan to accomplish the following objective by:***

6/15/2020

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### SMART GOAL

**Specific:** *What exactly will you accomplish?*

I would like to improve our sales call performance for both outgoing and incoming calls.

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**Measurable:** *How will you know when you have reached this goal?*

I can measure this goal by monitoring the amount of relevant customer information and appointments we are receiving from our BDC department.

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**Achievable:** *Is achieving this goal realistic with effort and commitment? Do you have the proper resources to accomplish you goal? If not, how will you get them?*

I feel that this is a very realistic goal that can accomplished with some training, effort, and commitment from the sales and BDC departments. The resources to accomplish this goal are already at our fingertips. It is the mindset and possible complacency of the sales staff that I am unsure of. Some of our sales staff have been in the business for quite some time and they have been known to resist change.

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**Relevant:** *Why is this goal significant?*

With the challenges of doing business in the present state of the world, having excellent and effective phone skills is absolutely necessary to remain competitive in the market. It is evident that customers are choosing to maintain distance from the traditional means of purchasing any type of goods. For our business of selling cars, we will need to be available by all means of communication outside the usual face-to-face methods we are all familiar with. Phone calls are now our primary means of communication with current and potential customers.

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**Timely:** *When will you achieve this goal?*

I would like to achieve this goal by Monday June 15<sup>th</sup>. There is no time to waste.

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**This goal is important because:**

This goal is important because our profitability and the future of our store is at stake.

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**The benefits of achieving this goal will be:**

The benefits of improved phone skills will be a noticeable increase in appointments, customer satisfaction, gross profits, and sold vehicles.

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**Take Action!**

**Potential Obstacles**

Staff complacency or resistance  
reassignment

**Potential Solutions**

Possible job

Longevity of phone skills practices

Continued training over time.

**Who do you need to get involved to accomplish this goal:**

Sales managers, internet sales manager, BDC staff, all sales staff.

**Specific Action Steps:** *What steps need to be taken to get you to your goal?*

**What?**

**Expected Completion**

**Completed**

Present idea to sales and internet managers

6/10/20

Begin phone training

6/11/20

Monitor apps and sales figures

6/11/20