

**SMART Goal Homework**

Homework is due the Monday of the week before you return

Student Name: Jacob Haddad Academy Class #: 356

I plan to accomplish the following objective by: July 2020

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**SMART GOAL**

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

Building our BDC department, Having them be professionals  
on the phones both outgoing and incoming calls. Getting  
all the customers information and all the means of staying in  
contact with them, in a

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

timely manner.

By keeping track and on top of the reports we are  
able to run on leads. Making sure each customer logged  
has all their information in the system and also looking at the  
report on how long it took to call the leads

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

Yes, I believe we have all the proper resources to make  
this goal realistic. Only thing I would like to add is  
a few more people in the BDC.

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

It allows us to be in contact with more customers and  
allows us to hopefully sell more cars.

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

We are hoping to have our BDC fully trained and on top of it by July. We are currently working on building the department.

**This goal is important because:**

This goal is important because it allows us to gain more customers and have them more comfortable and ready to purchase a vehicle when they come in.

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

Gives us to reach out to more customers who may not want to drive to the store, along with a wider range of customers who may not live around the area.

**Take Action!**

**Potential Obstacles**

**Potential Solutions**

people not wanting to be contacted  
Having correct contact information  
BDC not asking all the important questions

Mark them on a do not contact list  
double checking customers info when talking to them  
Having a check list when on the phone

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

Sales managers, sales people, BDC department

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

What?	Expected Completion	Completed
Training	June 2020	
hiring more people	June 2020	