



SMART / GOAL

SPECIFIC - To "increase" our counter sales by re-engaging our "defected" customers, become more of presence with our "loyal" customers and to engage "new" customers with a consistent business model.

MEASURABLE- To maintain 20% GP on all purchasing if all possible and carry less than 10% return rate.

ATTAINABLE- To engage in person at minimum 2 clients on a weekly basis to capture "new" business and at minimum 2 "defected" customers recapture their business.

RELEVANT- To determine the needs of "new" business and their needs and to earn our "defected" customers trust with personal attention to their needs.

TIME BASED- To increase our Counter Sales by 40% month over month to add an additional 10k in in parts gross over 90 days