

Thad Peake

Smart Goal

Specific- We currently do a huge wholesale parts business. I want to grow into more body shops throughout upstate NY. I will do this by putting a rep on the road full time to meet with current/potential customers

Measurable- Benefits of putting a full-time person on the road are finding new customers and retaining our current customers. The consequences of not putting a person on the road are potentially losing current customers and not growing my wholesale business.

Attainable- One problem I will encounter is finding the right person for the job. They will have to have a sales personality and be okay with being on the road all day every day.

Relevant- The first step I will take is opening the door to my current parts salespeople and see if that is something they would do. If not start looking for a person that would be a good fit.

Timebound- I will start now