

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

Example: "I will decrease my 5K run time from 30 minutes to 21 minutes by June 15."

My Goal is to increase Accessory sales by \$25,000 per month by the end of December 2022

How does this goal align with or support your dealer's vision? What are the BENEFITS of achieving your goal? What are the CONSEQUENCES if you don't? Why is this goal important to you?

1. Increasing the volume and sales of original Kia accessories products is part of our vision statement.
2. Some benefits of increasing accessories is it will increase profitability, client satisfaction and will help in solidifying a good relationship with the manufacture.
3. A consequence of not succeeding in my goal of increasing accessories is diminished profits, loss opportunities to satisfy our clients and the merchandising of the Kai products.
4. This goal is important to me because it was identified through the NADA Fixed Operations class and will benefit the dealership in its appearance, profitability and improve our relationship with the manufacture.

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

1. Action: Plan and initiate a sales process – Resources: MGT support and time – Accountability: Sales MGR – Results: Consistency - Date: 9/30 Completion date:
2. Action: MGT and Sale force Training – Resources: Training Plan/ Word tracks – Accountability: Sales MGR – Results: Consistency - Date: 9/30 Completion date:
3. Action: order inventory – Resources: ability to fill orders same day – Accountability: Parts MGR – Results: Ability to close and fill order same day - Date: 9/30 Completion date:
4. Action: Showroom display set up and maintenance – Resources: Inventory, creativity and man power – Accountability: Sales MGR – Results: merchandizing and awareness - Date: 9/30 Completion date:

How will you track your progress? Where will you find the information? How often will you check in?

I will track sales through weekly sales reports, I will compare to previous month, comparing sales dollars and volume of units. Matt, our parts manager generates the reports weekly and our managers will discuss in our monthly meeting to hold each other accountable.

Potential Obstacles?

- Creativity in the showroom display
- Supply chain issues causing back orders.
- Consistency of displays, training and follow through.

Potential Solutions?

- Appoint a sales associate to oversee the displays.

- Incorporate topic into our daily sales meeting.
- Invest in stocking accessories.

**BOTTOM LINE!** What is the financial impact (expressed in dollars) of achieving your goal?

The financial impact of achieving my goal will be \$17,000 in additional profit monthly.

**CONGRATULATIONS!** You've accomplished your goal! You added or adjusted policies, procedures, and behaviors. Now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

I will ensure our success by implementing sales contest to create excitement, introduce the new process to the management team and create managerial excitement by including them in the decision making and planning of the project.