

**Name:**  
Ana Sams

**Class # 17**

**Dealership:**  
Smart Chevrolet

**Date:** 07/27/2023

<b>Current Situation or Challenge to be Addressed:</b> Increase new units sold.	
<b>Current Performance Level (include specific measure):</b> From Jan- June 2023 our new unit monthly average is 15 units.	
<b>Goal (what do you want to achieve?)</b> Our GM goal is 15 units; our S-M-A-R-T goal is 20 units.	
<b>Goal Performance Level (include specific measure)</b> Increase monthly new unit sales to 20; checking in @ increments of +2 units per month.	
<b>Goal Start Date:</b> 07/01/2023	<b>Goal End Date:</b> 12/31/2023
<b>First Check-in Date:</b> 07/31/2023	<b>Performance Objective:</b> 10
<b>Second Check-in Date:</b> 08/31/2023	<b>Performance Objective:</b> 12
<b>Third Check-in Date:</b> 09/30/2023	<b>Performance Objective:</b> 14
<b>Fourth Check-in Date:</b> 10/31/2023	<b>Performance Objective:</b> 16
<b>Fifth Check-in Date:</b> 11/30/2023	<b>Performance Objective:</b> 18
<b>How does your goal align with the dealers' vision?</b> Our dealer vision as a Chevrolet store is to meet and exceed our GM goal.	
<b>What are the potential benefits of achieving your goal?</b> By increasing our new units sold we will increase our GM cash (when financing with GM as well) and allocations.	
<b>What are the potential consequences if you don't achieve your goal?</b> If we fail to increase our new unit sales we will likely need to sell more for upcoming months, creating a deficit in sales and allocations.	
<b>Why is the goal important to you?</b> By increasing our new unit sales we will grow our GM relationship and increase customer retention.	
<b>Potential Obstacles:</b> On average we understand that used units have a larger sales rep pay out, creating hesitation with sales reps.	
<b>Potential Solutions:</b> We are adding a \$200 bonus to sales representatives' pay on new units sold.	
<b>BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars):</b> By increasing new car sales we estimate our gross profitability to increase by 20% overall.	

**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.** Our first step is to increase product knowledge and keep incentive/subvention information current with the sales representatives. We are also running new units at invoice to drive interest in new inventory. At each check in (end of each month) we will review our month-end results and review upcoming incentives. We will also keep a running list of vehicles incoming each week. Sales reps will be expected to be knowledgeable when presenting customer with incentives and subvented rates (if applicable).

**As you work toward your goal, it's important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don't have to spend your valuable time micromanaging.**

We are holding monthly meetings to stay vigilant and aware of our monthly interval goal. Each month we will grow our new unit sales by 2 units.

**Once you've accomplished your goal, 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.** To insure our staff doesn't fall into bad habits we will conduct new inventory training and refresh informations weekly. We plan to maintain monthly check-ins and will continue our \$200 car bonus on new units.

**Describe any planning or implementation meetings conducted as part of development of your plan.**

As a part of this plan we have insured that all sales training and tests have been completed in Global Connect by all sales representatives.

Sponsor Signature: \_\_\_\_\_