

# SMART Goals Worksheet – Jack (Jonathan) McFarland

**Draft Goal:** Increase the number of warranties and aftermarket products I sell on vehicles in a month by 10%

	<i>Answers at time of development</i>	<i>6 Month Update</i>
<b>Specific</b> <ul style="list-style-type: none"> <li>What is the desired result? (who, what, when, why, how)</li> </ul>	I work in finance at a car dealer. I want to increase the amount of aftermarket products I sell in a month by 10% to increase store profit.	
<b>Measurable</b> <ul style="list-style-type: none"> <li>How can you quantify (numerically or descriptively) completion?</li> <li>How can you measure progress?</li> </ul>	I will keep an excel spreadsheet of the aftermarket products I sell. This will allow me to watch and measure my progress throughout a month. I have sheets documenting previous months as well.	
<b>Achievable</b> <ul style="list-style-type: none"> <li>What skills are needed?</li> <li>What resources are necessary?</li> <li>How does the environment impact goal achievement?</li> <li>Does the goal require the right amount of effort?</li> </ul>	I will need to improve my selling and customer service skills. It may be beneficial to attend a F & I manager training to better my skills as well. I should also up my knowledge on the products I sell.	
<b>Relevant</b> <ul style="list-style-type: none"> <li>Is the goal in alignment with the overall mission or strategy?</li> </ul>	Yes, I am working towards improving these skills every month.	
<b>Time-bound</b> <ul style="list-style-type: none"> <li>What is the deadline?</li> <li>Is the deadline realistic?</li> </ul>	By the end of December, I would like to be up 10% from September. This gives me time to learn and adjust.	

***Final Goal:*** My final goal is to increase the number of aftermarkets I sell on vehicles in a month by 10%. This will also increase the dealerships overall profitability and allow me to reach and achieve new bonuses. This also allows me to better my skills in the field and of the products.

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