

Goal Setting Checklist

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The end of each year is the perfect time for you to solidify your goals for the upcoming year, and revisit your long-term business goals. The below is meant to serve as a starter checklist, and you will find that it includes many of the categories you may want to consider in creating your own goal setting checklist:

1. Long-term growth goals that may include diversification, expansion and/or succession
2. Long-term real estate goals that may include acquisition or mortgage reduction
3. Annual sales goals that include the financial growth of your business
4. Monthly, quarterly & daily sales goals that are seasonally adjusted
5. Marketing goals that include the acquisition of both new customers and market share
6. ARO goals that are predicated on complete, professional vehicle inspections
7. Car count goals that are predicated on your annual sales goals and your ARO goals
8. Gross profit goals
9. Productivity & efficiency goals for your technicians
10. Closing ratio goals for your service advisors
11. Customer satisfaction goals
12. Customer retention goals
13. Operating expense goals that are predicated on past performance and projected budgets
14. Income goals
15. Debt reduction goals
16. Goals that are relative to any exit plan or succession strategy
17. Career development goals
18. Personal development goals

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