

SMART Goal Samples

S Improve delivery service by decreasing the amount of time customers have to wait for delivery
M We can measure progress by our time quotes and customer call backs to check satisfaction
A Put the deliveries under the counter's server number as soon as we take the call, as soon as the food comes up, use one of our counter people to take the delivery
R This concept is realistic in that by decreasing the wait time, more customers will want to order
T The process will start immediately, and will take about two weeks to train our staff. The customer end is going to take two months to show a sizable difference

S Improve takeout service by giving our customers our quality food which they already know we have, and giving them the quality service we know that we are capable of giving
M Customer call backs and/or comment cards
A Doing it the Red Rock Grill way, setting standards and achieving them
R Quoting a realistic time which we will be able to deliver by
T Starting ASAP and completing within 3 to 4 weeks

S Have all Red Rock Grill locations prepare and submit all sales reports in the same format.
M Grading on a scale of 1 to 10, including a procedures and check-off list for the manager to follow
A Since the managers prepare and submit the information, and we receive it, there is control
R This is an ongoing procedure that only needs to be modified with conformity
T Due date of August 10th

S Get customer feedback on deliveries so we can improve performance
M Set up a system for customer call backs on deliveries that includes a comment sheet for customer responses
A Managers will call customers and fill out the form as part of their daily duties.
R Very achievable, consistency is key and making it a priority
T August 1st

S A more professional, efficient catering system where food is prepared at the same time, always delivered hot and fresh, and at a good value for the customer
M Feedback from catered customers
A Draw up a system, specific catering training for order takers, packers and drivers, measure feedback, and revise as needed
R Can be accomplished with consistent follow-up
T 3-6 months is reasonable

S Increase Red Rock Grill's daily sales for each location to \$4000 per day within the next three months
M This goal is measurable by the actual outcome of the sales amount for each location daily
A I can take action in achieving this goal by proposing to the owner about doing more marketing (i.e., direct mail, the web site, e-mails etc.)
R \$4,000 per day is an achievable goal. North Hollywood Red Rock Grill's sales record has proven \$4,000 per day is reasonable
T This goal can be implemented today, and results will be measurable within three months