

Top Three / Bottom Three, and why

BEST

- 1) VanaMax - highest MTD gross , highest YTD gross, highest prior year sales, credit terms COD
- 2) Import Specialists – fourth highest MTD gross but lowest return %, lowest YTD return %, credit term CURRENT
- 3) M&B - 2nd highest MTD gross, 2nd highest YTD gross %, MTD and YTD return % keeps them from being #2. credit term CURRENT

WORST

- 1) M&D Used Cars - MTD sales and gross are among the lowest and credit term is OVERDUE
- 2) JD Auto Leader - lowest MTD sales, lowest prior year sales, (despite their high gross %, they don't pay) credit term is OVERDUE
- 3) M&M Auto Sales - 2nd lowest MTD gross %, lowest YTD gross %, high return % credit term COD

Best to Worst, all 12 wholesale customers

- 1) VanaMax
- 2) Import Specialists
- 3) M&B Collision - 2nd highest prior year and YTD sales, high mtd gross %, credit term COD
- 4) MFD Car Doctor
- 5) H&T Ford - prior year sales are high, third highest MTD sales, low return % and credit term CURRENT
- 6) BP Customs - good MTD gross % , low return %, credit term COD
- 7) B&L All Makes Repair - good MTD gross %, low return %, credit term COD
- 8) Accidents Happen - high gross MTD and credit terms are current
- 9) AAAAAuto Collison - MTD high return rate compared to \$\$ MTD sales.
- 10) M&M Auto Sales
- 11) JD Auto Leader
- 12) M&D Auto Sales

Opportunities for Improvement

- Hire an outside sales rep for wholesale business (pay structure: commission)

- Maintain current relationships while developing other accounts (preferably w/in 10-mile radius)
- Pair with marketing team for potential e-mail & text blasts for more exposure
 - Ensure ROI with any mailers, text, or marketing
- Tying in Fixed OP director and Parts manager pay plans according to inventory optimization.
- Optimizing parts by looking at all EOM parts programs, can we pick up gross profit here?
 - sheet metal program
 - Increase gross profit % by maximizing EOM program.
- make it easy for vendors to do business with parts using online resources like CCC and RepairLink
- for shipping, have costs included in pricing and any extra shipping fees are passed on to customer, also include \$2.00 delivery fee on all orders.
- Quarterly internal parts audits instead of just yearly to ensure there are no inventory discrepancies. IT helps us make sure RO's are closed and a faster turn rate.
- Provide a points/rewards account with wholesalers to encourage lasting relationships. This would drive MTD/YTD sales numbers as well as credit term COD. These rewards would be benefits such as same day no delivery fees & no extra cost expedited shipping.
- Wholesale customers who have defaulted on payment will be flagged and COD only. All benefits (if any) earned will be paused until full payment has been made.

Classification system:

1. MTD GROSS
2. Highest YTD GROSS
3. Actual \$\$ amounts vs. %
4. Lowest return YTD
5. Credit term: Current or Not