

### ACTION PLAN 3

What will you do differently as a result of what you learned in this section?

INCREASE WHOLESALE SALES

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

MORE PROFIT

MORE RETURN ALLOWANCE

HIGHER FILL RATE

ONLY CONSEQUENCE - DOING NOTHING CREATES NOTHING

What obstacles might you encounter and how can you overcome them?

① RESISTANT WHOLESALE SHOPS - EXPLAIN THE BENEFITS OF USING THE CCC PROGRAM; USING OUR PROFESSIONAL STAFF, OEM PARTS

② DELIVERY AND RETURNS - BE VERY OPEN AND STRAIGHT FORWARD WITH RETURNS. DELIVERY AND PRICE WILL BE SOLID IF LOW RETURNS

Identify your first few steps and the people who can help you with them.

TRAIN DEDICATED WHOLESALE PARTS TECH ON CCC PROGRAM

INSTALL DUAL SCREEN MONITORS

VISIT SHOPS WITH NEW PARTS TECH - BRING DRINKS, SNACKS

Start Date: 2/16

Completion Date: CONTINUAL