

WHOLESALE CU

MTN/WEST: Coop

Presenter 1

CLAS

CLASSIFICATION SYSTEM:

1. Gross Sales Volume
2. Gross Profit%
3. Return %
4. Purchase Terms

TOP THREE WHOLESALE CUSTOMERS:

- 1 VanaMax
- 2 M&B Collision
- 3 H & T Ford

BOTTOM THREE WHOLESALE CUSTOMERS:

- 1 AAAA Auto Collision
- 2 Accidents Happen
- 3 JD Auto Leader

ACTIVITY : WHOLI

1 Some opportunities for improvement and how

- Minimum 18% Profit Margin on all sales
- Limit Returns to 5% for customers under average \$
- Enroll wholesale parts consultant in sales seminar
- No body shop returns... insurance fraud!

2 Incentive programs:

- EOY Rebate if Sales Volume increases 20% YOY
- Free delivery if prior months sales over \$10,000
- Customer \$100 debit card incentive to Clients' man

STOMER CASE STUDIES

er, Christian, Jacob, Lilly, Austen

for our group: Austen

IS: N448

QUALIFICATIONS FOR THESE CRITERIA:

(Based on YTD sales, YTD GP% (after returns), Terms, YTD Return....)

Volume leader; highest Gross %; COD Terms

2nd highest volume; high gross%; COD Terms

High Volume; Low return %; Increasing sales YOY

QUALIFICATIONS FOR THESE CRITERIA:

(Based on YTD sales, YTD GP%???)

Low sales; high return %;

Low volume; very low GP%; trending down

Only December Sales; Overdue Terms

ESALE CASE STUDIES, PART 2

we can take advantage of them:

;\$10K/mo.

to strengthen sales skills

agement on all sales of \$5,000.

Customer Name	MTD Sales	MTD GP% %	MTD Return %	MTD Gross Profit	Rank	YTD Sales
H & T Ford	\$14,548	10.70%	5.60%	\$1,469	4	\$188,829
M&B Collision	\$19,283	19.00%	12.00%	\$3,224	2	\$192,762
B & L All Makes Repair	\$6,680	12.00%	5.00%	\$762	7	\$108,734
M & D Used Cars	\$4,968	5.80%	3.60%	\$278	11	\$94,439
M & M Auto Sales	\$7,166	7.80%	6.90%	\$520	8	\$105,208
JD Auto Leader	\$1,155	20.00%	1.00%	\$229	12	\$1,155
Import Specialists	\$8,441	20.00%	3.30%	\$1,632	3	\$22,147
Accidents Happen	\$3,355	11.00%	5.60%	\$348	9	\$7,755
AAAAAuto Collision	\$2,215	16.20%	10.00%	\$323	10	\$13,447
VanaMax	\$22,847	24.00%	13.00%	\$4,770	1	\$255,103
MFD Car Doctor	\$8,003	20.20%	11.70%	\$1,427	5	\$87,321
BP Customs	\$6,716	14.00%	4.70%	\$896	6	\$82,625
TOTAL	\$105,377	15.07%		\$15,880		\$1,159,525

\$1,916,825

\$757,300

YTD GP%	YTD Return%	YTD Gross Profit	Rank	Prior Year Sales	Prior Year GP %	Year Return%	Prior Year Gross Profit
11.40%	9.10%	\$19,568	3	\$130,820	11.90%	8.50%	\$14,244
18.60%	9.80%	\$32,340	2	\$200,480	17.90%	11.00%	\$31,938
12.70%	10.60%	\$12,345	6	\$120,174	10.50%	16.00%	\$10,599
7.60%	7.40%	\$6,646	8	\$75,785	11.30%	8.90%	\$7,802
7.00%	8.80%	\$6,716	7	\$129,715	13.60%	8.60%	\$16,124
20.00%	1.00%	\$229	12	\$36,380	21.21%	2.80%	\$7,500
20.30%	5.00%	\$4,271	9	\$18,772	18.00%	4.70%	\$3,220
11.80%	8.20%	\$840	11	\$51,225	10.90%	6.00%	\$5,249
17.10%	10.00%	\$2,069	10	\$22,800	16.80%	13.00%	\$3,332
25.00%	10.00%	\$57,398	1	\$294,222	24.80%	8.60%	\$66,692
19.50%	14.00%	\$14,644	4	\$118,972	19.90%	8.20%	\$21,734
18.30%	5.90%	\$14,228	5	\$90,641	18.90%	6.40%	\$16,035
14.77%		\$171,295		\$1,289,986	15.85%		\$204,470
15.97%		\$306,092					
17.80%		\$134,797					

Year Gross Profit	Credit Terms	Acct Status
6	Net30	Current
2	COD	N/A
7	COD	N/A
8	Net30	Overdue
4	COD	N/A
9	Net15	Overdue
12	Net30	Current
10	Net30	Current
11	Net30	Current
1	COD	N/A
3	Net30	Current
5	COD	N/A