

WHOLESALE CUSTOMER CASE STUDY

CLASSIFICATION SYSTEM

1. TOTAL SALES VOLUME
2. GROSS PROFIT %
3. RETURN %
4. YOY INCREASE OR DROP IN TOTAL SALES

TOP 3 WHOLESALE ACCOUNTS

1. VANA MAX

- a. Good GP%

- b. Low end of return %

- c. Top in sales

2. M & B Collision

- a. Good GP%

- b. 2nd highest in Sales

- c. Low return %

3. H & T Ford

- a. 3rd in sales

- b. Very low return %

4. MFD Car Doctor

- a. Good GP%

- b. Low end of return %

BOTTOM 3 WHOLESALE ACCOUNTS

1. JD AUTO LEADER

- a. Have dropped to almost nothing in sales

2. ACCIDENTS HAPPEN

- a. Also dropped severely in sales

- b. High return percentage in relation to GP%

3. AAAA AUTO COLLISION

- a. Again high return percentage

- b. Low GP%

OPPORTUNITIES FOR IMPROVEMENT

1. Open up wholesale to all counter people. This way the wholesale clients feel they have a "team" taking care of them

2. You could add just another wholesales specific counter person but this also adds to your controlled expenses.

3. Parts manager to do quarterly in person visits to the accounts listed

- a. You want to visit your top accounts so as to thank them so they know their business is appreciated.

- b. You want to visit the low accounts so as to see what is needed to rekindle the relationship possibly.

- c. Always visit the people that are in arrears on paying you that way they know you are serious about collecting but also to see if there is something else needed to get the payment.

4. Leverage your current vendors

5. Do a points system that could allow our wholesale accounts to earn credits that could be used against restocking fees and/or parts discount.

6. To qualify to use the points they would have to be paid current.

