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ACTIVITY: WHOLESALE CUSTOMER CASE STUDIES DATA

Ranking	Customer Name	MTD Sales	MTD GP%	MTD Return %	YTD Sales	YTD GP%	YTD Return %	Prior Year Sales	Prior Year GP%	Prior Year Return %	Credit Terms	Acct Status	
1	VanaMax	\$ 22,847	24.00%	13.00%	\$ 255,103	25.00%	10.00%	\$ 294,222	24.80%	8.60%	COD	N/A	#1 Buyer, Higher GP, Acceptable Return, COD
2	M & B Collision	\$ 19,283	19.00%	12.00%	\$ 192,762	18.60%	9.80%	\$ 200,480	17.90%	11.00%	COD	N/A	#2 Buyer, Above group average GP, Acceptable Return, COD
3	BP Customs	\$ 6,716	14.00%	4.70%	\$ 82,625	18.30%	5.90%	\$ 90,641	18.90%	6.40%	COD	N/A	#2 lower Return %, Above group average GP, COD
	Import Specialist	\$ 8,441	20.00%	3.30%	\$ 22,147	20.30%	5.00%	\$ 18,772	18.00%	4.70%	Net30	Current	
	B & L Makes Repair	\$ 6,680	12.00%	5.00%	\$ 108,734	12.70%	10.60%	\$ 120,174	10.50%	16.00%	COD	N/A	
	JD Auto Leader	\$ 1,155	20.00%	1.00%	\$ 1,155	20.00%	1.00%	\$ 36,380	21.21%	2.80%	Net15	Overdue	
	Accidents Happen	\$ 3,355	11.00%	5.60%	\$ 7,755	11.80%	8.20%	\$ 51,225	10.90%	6.00%	Net30	Current	
	AAAAAuto Collision	\$ 2,215	16.20%	10.00%	\$ 13,447	17.10%	10.00%	\$ 22,800	16.80%	13.00%	Net30	Current	
	MFD Car Doctor	\$ 8,003	20.20%	11.70%	\$ 87,321	19.50%	14.00%	\$ 118,972	19.90%	8.20%	Net30	Current	
-1	H & T Ford	\$ 14,548	10.70%	5.60%	\$ 188,829	11.40%	9.10%	\$ 130,820	11.90%	8.50%	Net30	Current	
-2	M & D Used Cars	\$ 4,968	5.80%	3.60%	\$ 94,439	7.60%	7.40%	\$ 75,785	11.30%	8.90%	Net30	Overdue	
-3	M & M Auto Sales	\$ 7,166	7.80%	6.90%	\$ 105,208	7.00%	8.80%	\$ 129,715	13.60%	8.60%	COD	N/A	

**Recommendations**

**Top Three:**

**Sustaining and improving customer relationships to improve and maintain customer loyalty**

Actions:

Customers who meet a return below 10% and a GP over 20% will be offered Net30 Credit Term

Customers who purchase more than \$15K monthly, have less than 10% parts return and a GP of more than 20% receive two deliveries per day

Periodically visit these customers to see if there are areas of opportunity where we can improve the business relationship

**Bottom three:**

**Increase the Gross Profit of these accounts and max out the return %**

Actions:

Increase the Wholesale Net Prices

Eliminate the Return Program - Every Sale is FINAL

Eliminate any credit terms and place these accounts on COD

Eliminate the delivery program for those customers whose difference between GP % and return % is less than 3%

Eliminate deliveries for customers whose GP is below 12%

Meet with customers and show them the changes in their numbers to see if an improvement can be achieved