

ACTION PLAN 3

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

Wholesale business is a great opportunity when you are working with the right customers based on the criteria. There is an area of opportunity for our dealership to increase our wholesale business.

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

Improve our wholesale business. Increase and generate more business. Sell more inventory.

If we do not do anything differently we would not be capitalizing on an opportunity to increase our wholesale business and/or continue to do business with "yellow" or "red" criteria customers.

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

When increasing this area of opportunity some obstacles we may encounter would be high returns so we would implement our restocking fee and create incentives and tier our wholesale customers, rewarding our best customers.

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

evaluate the wholesale customers we would like to do business with. Our parts manager can help evaluate this criteria with our current wholesale business.

Start Date: January 2025

Completion Date: end of quarter 1, 2025