

## Wholesale Action Plan Week 2

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To increase our parts wholesale gross to 25% of total gross by October 31, 2020, we will implement over the next 30 days the following wholesale parts action plan:

1. To better understand our wholesale customer, we will review what is important to our current customers by conducting a customer survey and analyzing our historical 12-month wholesale sales
2. Estimate the wholesale market in our AOI and create a list of target customers
3. Establish pricing policies which are tailored and tiered for existing and potential customers
4. Refine inventory management operations
5. Determine our marketing goals
6. Utilize MBUSA marketing tools
7. Develop promotional plans and creative advertising, measuring our efforts and results
8. Determine training opportunities and provide training initiatives
9. Make outbound sales calls and in-person sales pitches
10. Ensure follow-up measures are in place
11. Evaluate performance
12. Evaluate sales staff
13. Review and discuss results with team every 30 days