

HIRE 1 MORE WHOLESALE MANAGER WITH EXISTING ACCOUNTS

CRM BASED COLD CALLS FOR TRACKING

INVEST IN A DIGITAL PRESENCE

OFFER AFTER HOURS DELIVERIES TO OUR PERFORMING ACCOUNTS

HAVE WHOLESALE MANAGERS DO DELIVERIES AT LEAST ONCE A WEEK TO SOLIDIFY RELATIONSHIP

TRANSFER UNDER PERFORMING ACCOUNT TO NEW MANAGER AND RAISE PRICE (M&D AND M&M ARE GETTING SPECIAL PRICING. SOMETHING IS GOING ON HERE WITH THE CURRENT WHOLESALE MGR)

OUR TOP PERFORMER VANAMAX IS 40K LESS IN SALES VS PRIOR YEAR. THEY ARE ON A COD PROGRAM. WE WILL OFFER A NET 15 OR NET 30 PLUS NO RESTOCKING FEE IF THEY CAN INCREASE THEIR PURCHASES 10% YOY AND KEEP THEIR ACCOUNT CURRENT.

CHARGE A 15% RESTOCKING FEE FOR ANY ACCOUNT THAT'S ABOVE THE AVERAGE RETURN RATE OF 7%

M&D AND M&M ARE OUR LOWEST PERFORMERS. THEY ARE DOWN BOTH IN GP% AND IN OVERALL SALES YOY. WE NEED TO INCREASE THEIR SALES AND PROFIT. WE WILL INCREASE THE SALE PRICE OF THE PARTS TO OUR AVERAGE OF 16.3% WE MAY LOSE SOME OR ALL OF THEIR BUSINESS, BUT IT'S A CHANCE WE ARE WILLING TO TAKE. WE WILL NOT OFFER ANY PARTS TO M&D ON THE NET 30 (MAKE THEM COD) UNTIL THEIR ACCOUNT IS UP TO DATE. IF BOTH COMPANIES ARE CURRENT AND PURCHASING PARTS AT 16% WE WILL OFFER BOTH COMPANIES A DISCOUNT BASED ON YOY INCREASE AND NET 30.

WE NEED TO MEET WITH J&D TO DECIDE IF WE WANT TO KEEP THEIR ACCOUNT. THEY ARE DOWN YOY AND BEHIND ON PAYMENT. ASSUMING WE GET THE ACCOUNT UP TO DATE AND HAVE A CLEAR UNDERSTANDING OF THEIR FINANCIALS, WE WILL OFFER A NET 30 IF THEY CAN INCREASE BY 10% YOY

ALL COD ACCOUNTS WILL BE OFFERED NET 15 OR 30 WITH A MINIMUM OF 10% INCREASE IN SALES YOY.

ALL NET 15/NET 30 ACCOUNTS THAT ARE OVERDUE WILL ONLY BE OFFERED COD UNTIL THEIR ACCOUNTS ARE UP TO DATE.

H & T IS INCREASING SALES BUT PROFITS ARE LOWER. THEY ARE A LARGE ACCOUNT WHICH WE DON'T WANT TO LOSE. WE WILL DO SMALL INCREASES IN PRICE AND STOCK MORE OF THEIR REPEAT PARTS

B&L AND BP CUSTOMS ARE DOWN IN SALES AND UP IN GP%. A LARGE ACCOUNT THAT IS UNDERPERFORMING. OFFER AFTER HOUR DELIVERIES, NET 15 OR 30 AND NO RESTOCKING FEE WITH A YOY INCREASE IN SALES

MFD CAR DOCTOR WILL BE OFFERED AFTERHOURS DELIVERIES AND NO RESTOCKING FEE IF SALES INCREASE YOY

THE SMALLER ACCOUNTS (SUB 25K YTD) WILL BE MONITORED AND OFFERED INCENTIVES BASED ON A 20-30% INCREASE IN SALES YOY

WITH INCREASED SALES, ADDITIONAL ACCOUNTS AND ANOTHER MANAGER WE SHOULD BE ABLE TO ACHIEVE A 20 GROUP AVERAGE OF 22%GP IF NOT WE WILL CUT ALL UNDERPERFORMING ACCOUNTS

OUR TOP 3 PERFORMERS VANAMAX, H&T AND M&B PROVIDE A COMBINES 19% GP% (121,154 YTD)

1. VANAMAX
2. M&B
3. H&T
4. B&L
5. MFD CAR DOC
6. BP CUSTOMS
7. IMORT SPECIALISTS
8. M&D
9. M&M
10. ACCIDENTS HEALTH
11. AAAA
12. JD LEADER

THE TOP 3 ARE BASED ON GP% AND YTD SALES

THE BOTTOM 3 ARE BASED ON LACK OF SALES AND YTD SALES DECREASE