
WHOLESALE ACTION PLAN

GOAL

I HAVE RECENTLY BECOME AWARE OF THE # 2212 REPORT FOR WHOLESALE CUSTOMERS. I HAVE PRINTED IT AND WILL EVALUATE EACH CUSTOMER ON A ONE BY ONE BASIS.

I WILL EVALUATE EACH CUSTOMER ON BOTH LAST YEARS VS. THIS YEARS SALES LAST SALE DATE, RETURNS, GP% OF SALES, LOYALTY, PAYMENTS, VOLUME & DISTANCE.

I WILL SORTA BE USING THE RED LIGHT, YELLOW & GREEN LIGHT SYSTEM FOR MY INITIAL EVALUATION CODING, TO BE FOLLOWED UP BY SPECIFIC'S, CONTACT WITH EACH CUSTOMER AS TO REASON THERE IS A DECREASE OR INCREASE IN ANY AREAS, SOMETHING WE HAVE DONE, LIKE DON'T LIKE COUNTERMAN, SLOW DELIVERY, DELAY IN GETTING PARTS FROM MANUFACTURER ON OUR PART, PRICING, WHAT WE CAN DO BETTER ?.

ON THEIR PART LACK OF EMPLOYEES, "VIRUS ", SLOW DOWN IN BUSINESS, FOUND SOMEONE CHEAPER TO GETS PARTS FROM, ETC

I AM AIMING FOR 11/15/2020 TO COMPLETE MY EVALUATION.

BENEFITS/CONSEQUENCES

THE BENEFITS OF IMPROVING RELATIONS WITH THE WHOLESALE CUSTOMERS IS OF COURSE INCREASING SALES AND CUSTOMER RETENTION BY BEING THEIR FIRST CALL NOT THEIR LAST CALL FOR PARTS.

TRACKING PROGRESS

TRACKING PROGRESS WILL BE ACCOMPLISHED BY WATCHING SALES AND TEACHING/INFORMING MY DELIVERY DRIVER TO SPEND A LITTLE EXTRA TIME AT EACH STOP, " ASKING IF THEY NEED ANYTHING ELSE, HAVE ANY RETURNS WILL TAKE CARE OF THAT AT THAT TIME, WAS THIS SALE AND DELIVERY SATISFACTORY FOR THEM, ETC , I CAN'T AFFORD AN OUTSIDE SALES PERSON, COUNTERMAN WILL CALL CUSTOMER BACK BEFORE ORDER CUTOFF TIME IF THEY HAD INQUIRED ABOUT A PART THAT DAY BUT DIDN'T CALL BACK TO PURCHASE OR ORDER IT, NOT IN STOCK , NOT ORDERED = LOST SALE, FOLLOW UP CALLS ABOUT SERVICE AND NEEDS, NEXT DAY AFTER CONTACT.

BOTTOM LINE

THE CUSTOMER WILL HAVE A BETTER BELIEF THAT WE WANT TO HELP THEM IN THEIR BUSINESS AND CARE ABOUT THEM WHICH WILL INCREASE CUSTOMER RETENTION AND SHOULD INCREASE REPEAT BUSINESS AND INCREASE OUR SALES OVERALL IN THE WHOLESALE BUSINESS.