

WHOLESALE CUSTOMER CLASSIFICATIONS

YEAR TO DATE GROSS PROFIT
SALES VOLUME
RETURN PERCENTAGE
CREDIT TERMS (PAY TYPE)

OPPORTUNITIES TO IMPROVE WHOLESALE DEPARTMENT

1. Outside Salesman (Builds and Maintains Accounts, Collections)
2. Gift Cards For Maintaining High Volumes and Low Return Rates
3. Discounts Based On Sales, Package Deals (Multi-Line Discounts)
4. Restock Fees at Managers Discretion Based On Customer Loyalty

WHERE DO YOUR CUSTOMERS FALL??

TIER 1 CUSTOMER

Highly Profitable
Easy To Service

Tier 2 Customer

Highly Profitable
Difficult To Service

Tier 3 Customer

Low Profit
Easy To Service

Tier 4 Customer

Low Profit
Difficult to Service

** We have them all, but keeping a balance of tiers 1 and 2 will help tiers 3 and 4.
Don't be afraid to fire a customer.

TOP THREE WHOLESALE CUSTOMERS

- 1 **VANN MAX** - Good Sales, Gross 25%, Return 10%, COD (always pays)
Work on return percentage
- 2 **M&B COLLISION** - Good Sales, Gross 18.6%, Return 9.8%, COD (always pays)
- 3 **H&T FORD** - Good Sales, Good YOY Growth, Return 11.4%, Pays Well
Work on return percentage

WHOLESALE CUSTOMERS NEEDING ATTENTION

- 1 **M&D USED CARS** - Low Gross (7.6%), Late Paying Charge Account
- 2 **ACCIDENTS HAPPEN** - Low Gross (11.8%), Declining Sales
Send salesman to find out why there's a drop in sales
- 3 **JD AUTO LEADER** - Low YOY Sales, Past Due Charge Account.
Send salesman to find out why there's a drop in sales