Importance: 0 - 1 : 0.1 0.1 0 0.9 1 0.4 0.5 0.5 0.2 0.2

Customer Name	MTD Sales	MTD GP%	MTD Return %	YTD Sales	YTD GP%	YTD Return %	Prior Year Sales	Prior Year GP%	Prior Year Return %	Credit Terms	Acct Status
H & T Ford	$14,548	10.70%	5.60%	$188,829	11.40%	9.10%	$130,820	11.90%	8.50%	Net30	Current
M & B Collision	$19,283	19.00%	12.00%	$192,762	18.60%	9.80%	$200,480	17.90%	11.00%	COD	N/A
B & L All Makes Repair	$6,680	12.00%	5.00%	$108,734	12.70%	10.60%	$120,174	10.50%	16.00%	COD	N/A
M & D Used Cars	$4,968	5.80%	3.60%	$94,439	7.60%	7.40%	$75,785	11.30%	8.90%	Net30	Overdue
M & M Auto Sales	$7,166	7.80%	6.90%	$105,208	7.00%	8.80%	$129,715	13.60%	8.60%	COD	N/A
JD Auto Leader	$1,155	20.00%	1.00%	$1,155	20.00%	1.00%	$36,380	21.21%	2.80%	Net15	Overdue
Import Specialists	$8,441	20.00%	3.30%	$22,147	20.30%	5.00%	$18,772	18.00%	4.70%	Net30	Current
Accidents Happen	$3,355	11.00%	5.60%	$7,755	11.80%	8.20%	$51,225	10.90%	6.00%	Net30	Current
AAAAAuto Collision	$2,215	16.20%	10.00%	$13,447	17.10%	10.00%	$22,800	16.80%	13.00%	Net30	Current
VanaMax	$22,847	24.00%	13.00%	$255,103	25.00%	10.00%	$294,222	24.80%	8.60%	COD	N/A
MFD Car Doctor	$8,003	20.20%	11.70%	$87,321	19.50%	14.00%	$118,972	19.90%	8.20%	Net30	Current
BP Customs	$6,716	14.00%	4.70%	$82,625	18.30%	5.90%	$90,641	18.90%	6.40%	COD	N/A

Left margin equations:

1.7-1.1 = 0.6

1.5-0.2 = 1.3

0-1.1 = -1.1

0-1.6 = -1.6

0-1.1 = -1.1

2.2-1.7 = 0.5

1.9-0.5 = 1.4

0.4-1.5 = -1.1

0.2-2.1 = -1.9

3.1-0.9 = 2.7

0.6-0.4 = 0.2

0.4-0 = 0.4

Opportunities For Improvement

- Move Vanamax and BP Customs from COD to Net15 to hopefully get higher volume
- Move JD Auto to COD. Possibly going out of business?
- Negotiate with B&L to increase pricing but put them on Net 30 from COD
- Charge 5% restocking fees for return abusers (>10% Return Rate) calculated monthly
- Promotion for top GP% Performers (>19%).
  - Credit for future purchases or offsetting balance for monthly sales volume.
  - Depending on the size of business sales threshold will be adjusted accordingly