

Wholesale Customer Case Studies

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When we classify our Wholesale Customers, we consider these things.

- 1) Gross Profit
- 2) Total Sales
- 3) Return Rate

Also important is their Account Status. Are they current? Will Pay Type improve sales?

Our Top 3 Customers are:

VanaMax: Very Good Gross/Sales & Low Return Rate

M&B Collision: Good Gross/Very Good Sales & Low return Rate

MFD Car Doctor: Very Good Gross/Decent Sales & Very Low Return Rate

Our Bottom 3 Customers are:

JD Auto Leader: Gross OK, Very Low Sales, Overdue on Net15

M&D Used Cars: Very Low Gross, OK Total Sales, Overdue Net30

M&M Auto Sales: Very Low Gross MTD/YTD, OK Sales, OK Return Rate

We have identified some opportunities to Improve our Wholesale Sales and Gross Profits.

- Offer Volume Purchase Discounts
- Add Dedicated Wholesale Assistant
- Expand Delivery Area
- Offer “Good” Customers on C.O.D. to move to Net15 or Net30 to capture more business.
- Refine Marketing Structure
- Offer discounts to employees of Wholesale businesses in our area
- Offer incentives, or discounts to delivery drivers/companies. For Uber Eats, Grocery Delivery Drivers, etc. & companies that have their own Repair and Maintenance Department, for example local Soda and Beer delivery companies.
- Another area to discuss with wholesale customers is their rate of return.