Wholesale Customer Case Studies

Brenda, Adam, Richard, Scott, Leo

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.