

Recommendations

Must have discussion with accounts that have dropped YOY. Parts manager needs to find out what was the reason for the decrease and make action plan to increase sales volume. Credit term and volume discounts may increase the gross sales of these accounts.

Major focus on SEO and SEM. We are going to make sure that our parts department is not obscure. WE MUST BEEN SEEN in the marketplace.

We will provide a rewards program for all of our wholesale customers and reward high volume and high GP% customers.

We will become a student of the numbers and move any high return percentage customers that are Net 30 to COD.

Perform quarterly meet and greets with existing customers and develop new customers to drive business. Bring Goodies and our parts fliers to show appreciation. It's all about building win/win relationships.

Cross train one of the drivers to help increase the wholesale market business.

Implement a 25% restocking fee.

Proper phone sales training department wide.