

### **Top Three Customers**

1. VanMax \$255k% Sales YTD
2. M&B Collision \$192k% Sales YTD
3. H&T Ford \$188k% Sales YTD

### **Bottom Three Customers**

1. JD Auto Dealer \$1155.00 % Sales YTD
2. Accidents Happen \$7755.00 % Sales YTD
3. AAAAAuto Collision \$13,477 % Sales YTD

### **Recommendations are the following**

1. Hire one additional wholesale counter person.
2. Supply lunch once a month for the top 3 to show gratitude and appreciation.
3. Have someone dedicated to these 3 accounts for whatever they need. Call twice a day and ask if they need anything?
4. Have parts manager contact or visit all local city yards, municipalities, counties, state and government agencies. At my store we do \$3.2 million in wholesale business a year. Although we make a small profit margin Ford gives INCENTIVES for parts sales to mentioned.
5. Stock specific parts that the top 3 purchase monthly from us.

Thanks,

Luis Alfaro