

## TOP PARTS WHOLESALE CUSTOMERS

Customer	MTD Sales	MTD GP	MTD GP %	MTD Return \$	MTD Return %	MTD Net Sales
M&D Used Cars	\$ 4,968.00	\$ 288.00	5.80%	\$ 479.00	3.70%	\$ 4,489.00
JD Auto Leader	\$ 1,155.00	\$ 231.00	20%	\$ 12.00	1%	\$ 1,143.00
B&L All Makes	\$ 6,680.00	\$ 802.00	12%	\$ 384.00	5%	\$ 6,296.00
Import Specialist	\$ 8,441.00	\$ 1,688.00	20%	\$ 279.00	3.30%	\$ 6,753.00
	YTD Sales	YTD GP	YTD GP %	YTD Return \$	YTD Return %	YTD Net Sales
M&D Used Cars	\$ 94,439.00	\$ 7,177.00	7.60%	\$ 6,988.00	7.40%	\$ 87,451.00
JD Auto Leader	\$ 1,155.00	\$ 231.00	20%	\$ 12.00	1%	\$ 1,143.00
B&L All Makes	\$ 108,734.00	\$ 13,809.00	12.70%	\$ 11,526.00	10.60%	\$ 97,208.00
H&T Ford	\$ 188,829.00	\$ 21,527.00	11.40%	\$ 17,183.00	9.10%	\$ 171,646.00
Import Specialist	\$ 22,147.00	\$ 4,496.00	20.30%	\$ 1,107.00	5%	\$ 21,040.00
	Prior Year Sales	Prior Year GP	Prior Year GP %	Prior Year Return \$	Prior Year Return %	Prior Year Net Sales
M&D Used Cars	\$ 75,785.00	\$ 8,564.00	11.30%	\$ 6,745.00	8.90%	\$ 68,940.00
JD Auto Leader	\$ 38,380.00	\$ 7,718.00	20.10%	\$ 1,019.00	2.80%	\$ 37,361.00
B&L All Makes	\$ 120,174.00	\$ 12,618.00	10.50%	\$ 19,228.00	16%	\$ 100,946.00
H&T Ford	\$ 118,972.00	\$ 26,175.00	21.90%	\$ 9,756.00	8.20%	\$ 109,216.00
Import Specialist	\$ 130,820.00	\$ 15,568.00	11.90%	\$ 11,120.00	8.50%	\$ 119,700.00
Import Specialist	\$ 18,772.00	\$ 3,379.00	18%	\$ 882.00	4.70%	\$ 18,890.00

## BOTTOM 3 PARTS WHOLESALE CUSTOMERS

## STRATEGY MOVING FORWARD

### *From Order Takers to Order Makers!*

*Our Parts Department appears to be Order Takers. With training, guidance and process implementation we can transition them to proactively seek, secure and retain new customers.*

#### Enhance Training

Marketing through word of mouth and sporadic cold calls is not going to work as we will lose ground to our competition if we continue with that marketing strategy. We should shift focus to training our Delivery Drivers to have more effective conversations and interactions with our clients. Not only will training better equip them with knowledge to more accurately answer questions, but it will also improve our customer relationships and, in turn, will translate to overall business improvement and an increase in Profit and Retention.

Secondly, Drivers should be on a constant search, keeping their eyes and ears open for new business opportunities. Rewarding them through praise and incentives could build morale while expanding our business.

We should implement policies and processes to aid Drivers in collecting payments in a timely manner to benefit the Dealership as a whole.

#### Hire a Second Wholesale Parts Consultant

We will hire a second Wholesale Parts Consultant with experience in sales and a strong set of interpersonal skills.

#### Adjust Pay Plans

Pay plans should be altered to place emphasis on increasing Gross and Sales percentages while minimizing Returns. We should predominantly focus on increasing our percentage of Gross while capitalizing on as many Sales as possible.

#### Customer Service and Client Relationships

Following up and demonstrating concern for our customers will go a long way. If a business purchases from us, the assigned salesperson should follow-up to thank them for their business. They should also verify that the order arrived damage-free and ask if we can provide any other assistance. This demonstrates exceptional customer service and makes our customers valued and appreciated.

Our Parts Director should be notified for 10% fluctuations in customer sales. Whether it be positive or negative, our Parts Director should be informed of customer purchase patterns and the reason behind an increase or decrease. This way, if the customer purchases 10% or greater orders, our Parts Director can reach out and thank them for their business. On the other hand, being aware of a 10% decrease in sales allows our Parts Director to stay ahead of the game and quickly address any issues or concerns for our customers.