

**NADA Class 384 - Wholesale Custom
Criteria to Determine Top 3 and Bottom 3**

Wholesale Customers	Ranked in Categories of Most Important			
	1st	Minus Returns	New Total Sales YTD	GP
	Total Sales YTD			
VanaMax	\$255,103.00	\$25,510.30	\$229,592.70	\$57,398.18
M&B Collision	\$192,762.00	\$18,890.68	\$173,871.32	\$32,340.07
H&T Ford	\$188,829.00	\$17,183.44	\$171,645.56	\$19,567.59
B&L All Makes Repair	\$108,734.00	\$11,525.80	\$97,208.20	\$12,345.44
M&M Auto Sales	\$105,208.00	\$9,258.30	\$95,949.70	\$6,716.48
M&D Used Cars	\$94,439.00	\$6,988.49	\$87,450.51	\$6,646.24
MFD Car Doctor	\$87,321.00	\$12,224.94	\$75,096.06	\$14,643.73
BP Customs	\$82,625.00	\$4,874.88	\$77,750.13	\$14,228.27
Import Specialists	\$22,147.00	\$1,107.35	\$21,039.65	\$4,271.05
AAAAAuto Collision	\$13,447.00	\$1,344.70	\$12,102.30	\$2,069.49
Accidents Happen	\$7,755.00	\$635.91	\$7,119.09	\$840.05
JD Auto Leader	\$1,155.00	\$11.55	\$1,143.45	\$228.69

(Top 3 and Bottom 3 Choices Explained)

1. We ranked all customers in order of Total Sales
2. We then subtracted total returns from total sales to get new total sales
3. We then took our new total sales number and multiplied by Gross Profit %
4. Our highest GP customers ranked 1,2,3 (VanaMax, M&B Collision, H&T Ford)
5. Our lowest GP customers ranked 10,11,12 (AAAAAuto Collision, Accidents Happen, JD Auto Leader)

Classification System - Order of Importance

1. Total Sales 2. Gross Profit 3. Return %

We based our top 3 and bottom 3 choices solely on total Sales and Gross Profit. We only used the facts that were provided to us - (there were no subjective decisions made). We considered the accounts that paid COD to be higher ranked, however ultimately we went with the numbers. We were fine with M&D Used Cars being overdue and ranked 8 over Import Specialists.

Things to improve:

Follow up on A/R - overdue accounts
 Reevaluate profit margins to look for missed opportunities, particularly M&D Used Cars. Raise their profit margins to be more in line with your other accounts.
 Evaluate the MFD Car Doctor account to determine why their returns are so high.
 JD Auto Leader should be moved to a COD account.

Incentive Programs:

Incentivize a discount a 2% discount if returns are under 5% while issuing a rebate. Base discounts off tiered level of purchases. The more you buy, the better the discount.

Offer Complimentary Delivery to all wholesale customers

Drop off coffee and doghnuts monthly to your top wholesales accounts basec

er Case Study
m 3 Customers

to Least Important			Customer Ranking Based on Total GP YTD
2nd	3rd	4th	
GP%	Return %	Acct Status	
25.00%	10.00%	COD	1
18.60%	9.80%	COD	2
11.40%	9.10%	Current	3
12.70%	10.60%	COD	6
7.00%	8.80%	COD	7
7.60%	7.40%	Overdue	8
19.50%	14.00%	Current	4
18.30%	5.90%	COD	5
20.30%	5.00%	Current	9
17.10%	10.00%	Current	10
11.80%	8.20%	Current	11
20.00%	1.00%	Overdue	12

(plained)

es - highest to lowest first

o determine actual total sales

y our % of GP to determine GP values

x, M&B Collision, H&T Ford)

ion, Accidents Happen, JD Auto Leader)

f Importance

4. Account Status

es & GP - We are a top line motivated

de - all customer relationships were considered equal for this task)

ere fine with customers who were current and providing more GP

t Specialists at 9 because of their GP ranking number

and M&M.

much higher than the other accounts.

estocking fee if returns are over 10% for the year.

e deal.

1 on Total Sales

Jessica Mungenast/Jim Messick

Did they have the part? They had one left.

Did they discount the price when asked? Did not discount it, but explained that it was already discounted

Did they offer additional items or services? No

Did they ask for the sale? No, but said if I wanted to proceed I could call Service or they could put me thro

Did they obtain your contact information? No.

On a scale of 1 to 10, with 10 being the highest, what grade would you give your call? 8. It was a very plea

Suggestions

1. If no discount is available, put through to Service to see if the part can be warranted

2. Should ask if you would like to move forward with ordering the part

3. If the part is not available, see how long it will take to come in

Jose/JR

Did they have the part? No asked for alternator

Did they discount the price when asked? No but said OEM is 10x more than aftermarket gave a range \$300-

Did they offer additional items or services? No

Did they ask for the sale? No

Did they obtain your contact info? No

Scale 1-10.....6 hung up on twice nice parts guy seemed rush maybe only one there

Suggestions

Asked for vin but would of been nice if they did give an estimate without me asking for a range

Caller ID maybe to confirm who they are speaking with and confirm number

Not talk about OEM vs Aftermarket

Michael / Rafael

Did they have the part? yes they had the battery in stock

Did they discount the price? No

Did they offer additional items or services? No

Did they ask for the sale? No

Did they obtain contact info? No

Scale: I would say a 5

Suggestions:

Sound more pleasant and ask for name and contact information.

Ask for the sale.

Defend the price of your product when challenged with a price objection. ie, this battery as a 3 year warranty.

Did not offer to schedule with service to determine that the right diagnosis was made.

Michael / Bob

Did they have the part? Yes, they had the oil filter

Did they discount the price? No, they did not

Did they offer additional items or services? No, I even asked if I could buy oil or a crush washer also. They s

Did they ask for the sale? No, they did not.

Did they obtain contact info? No, not even a name.

Scale: I'd say a 5. Overall, they got me the information needed, but never asked for my name, did not ask for

Suggestions:

Ask for name at the very least.

Try to upsell something, even if it's just a crush washer.

Very monotone. Not rude, just wasn't too pleasant to talk with.

Would suggest asking if I wanted them to do the service, especially since he told me they couldn't sell me the

David / Keith

Did they have the part? Yes, had part in stock

Did they discount the price when asked? Not initially, but once I mentioned online pricing they said they would

Did they offer additional items or services? No

Did they ask for the sale? No, but did say they would save the quote.

Did they obtain your contact info? Yes, only to save the quote

Scale 1-10: I would say a 7, they gave me all of the information I needed and were nice enough on the phone

Suggestions:

Ask for VIN or if the vehicle has ever been there for service. This is a very easy way to obtain the customer's

They really should be "upselling" other items that make sense to do at the same time. Cabin filter, wiper blades

Should have asked for the sale, or at the very least asked if they would like us to put the part out with their name

Having a good attitude and sounding like you're excited to help the customer out is very important. This can make

and what original price would have been.

ugh.

sant phone call.

\$500 if not more.

, meets OEM specs, we install it for you, etc.

aid I didn't need to replace the crush washer every time and told me they only have bulk oil.

or the sale, and did not try to sell any additional items.

o oil.

d match ones they can verify when shipping is involved.

o, but nothing made me overly excited to spend money there.

information and verify that the parts are correct per VIN.

es, or oil change items all would be natural things to offer at the time of an air filter change.

ame on it. I have found this does not come off as pushy, but instead like you're doing them a favor by speedin
make customers feel comfortable spending money at the dealership whether it is in parts, service, or sales.

ig up their checkout.

This decision tree/flow chart shows the basic conversation that should be had once the parts counterperson

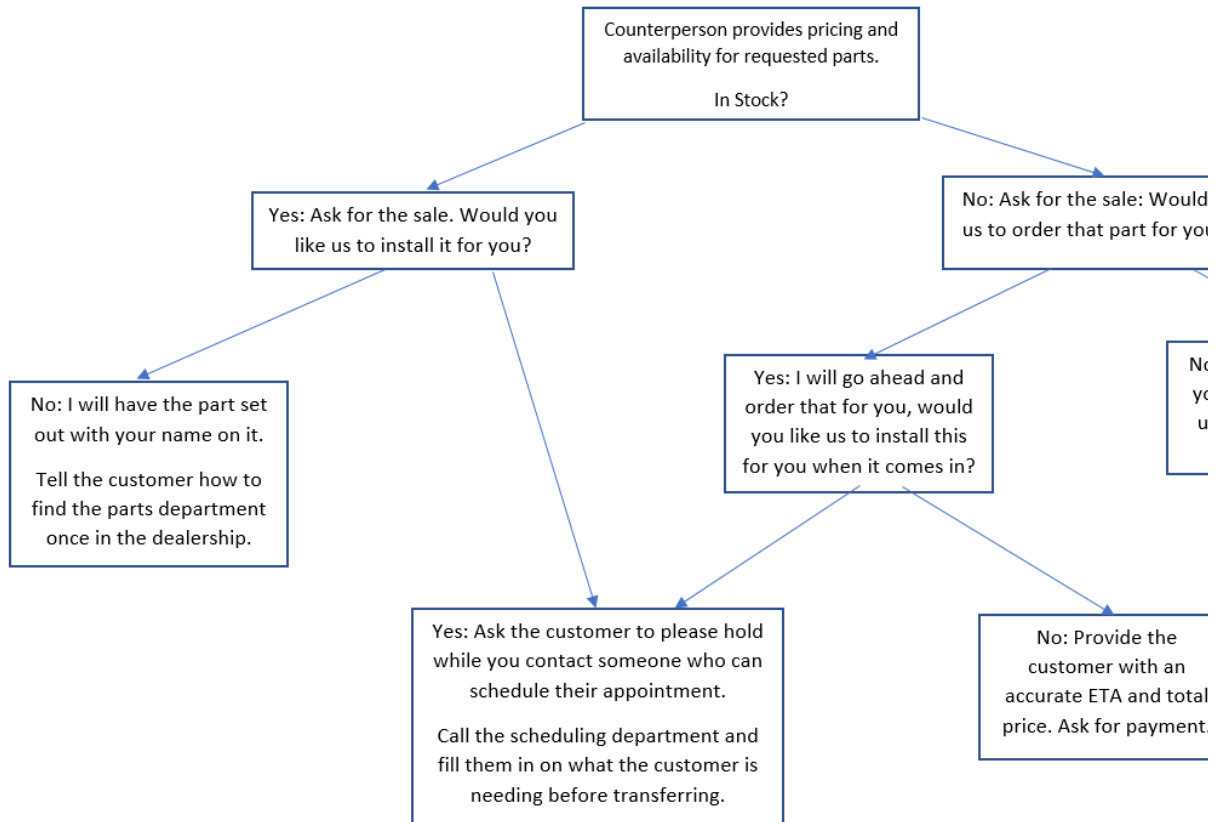
Do you have your VIN number available, or has your vehicle ever been here for service?

Always ask for contact information: Name, phone number, email and address if possible.

Ask if they would like us to install the parts for them.

Recommend comparable parts for the service and ask if there is anything else we can get for you today?

1 has found the part the customer is looking for. Some basic questions that should be asked prior to this conversation



versation are as follows.

you like
u today?

o: Ok, I will save a quote for
ou in our system, please let
s know if there is anything
else we can do for you.

]