

Top three customers

- H &T Ford
 - o Credit account is current
 - o Buys frequently and is up for this year
- Vanamax
 - o COD
 - o 24% Gross profit
 - o Low return rate
- M&B Collision
 - o 19% Gross Profit
 - o Only 11% return rate
 - o Pays Cash

Bottom Three Customers

- B&L All Makes Repair
- M&D Used Cars
 - o Not current
- AAAA Auto Collision
- (Pertains to all three)
 - o Don't buy a lot
 - o High return rate

Opportunities for improvement:

1. Using the factory programs
2. Using a wholesale rep
 - a. Could be outside or in your own department
 - b. Making sure your drivers establish a good rapport with wholesalers
 - c. Making sure you're forming connections on the phone with wholesalers too
3. Stretch your resources
 - a. Keeping good relations with warehouses
 - b. Find a way to get things to customers who need them when you can
 - c. Bending for your wholesalers will establish a better connection
4. Customers who don't purchase often and return a lot of items purchased starting to charge a restocking fee for them.
 - a. Special order parts non-returnable
5. Weeding out the "weaker" shops
 - a. The shops who waste time and create obsolescence
 - b. Take away other opportunities from customers
 - c. Don't pay on time