

## **Wholesale Case Study**

### **Classification System Used to Determine Best Wholesale Customers**

- 1) Size Of Sales ..... These are the clients that make us busy!!!**
  
- 2) Profit Percentage of Sales .... These are the clients that make us money!!!**
  
- 3) Good Credit Standing ..... These are the clients that have earned trust!!!!**
  
- 4) Increasing or Decreasing Sales YOY....These are the clients that depend on us or may be depending on our competition more.... Should be seen as a relationship meter**

## **Top Three Clients**

### **1. VanaMax**

**Largest Sales of \$255,103 YTD**

**Highest Profit Percentage 24%**

**Needs our attention....Sales decreased YOY...though a consistent large account**

### **2. M&B Collision     2<sup>nd</sup> in all categories**

**2<sup>nd</sup> Largest Sales \$192,762**

**2<sup>nd</sup> highest Profit Percentage 19%**

**Consistent YOY**

### **3. H&T Ford**

**3<sup>rd</sup> Largest Sales Amount, although Percentage of Profit is LOWER than our leaders, but these folks keep us busy....**

**Also, Sales are GROWING YOY...**

**Good Credit Standing**

## **Bottom Three Wholesale Clients**

- 1. M&D Used Cars**  
**OVERDUE Credit**  
**Sales Size is BIG...94k**  
**Lowest Percentage of Profit...inefficient 5.8%**  
**Profit Down and Sales Up YOY....not good**
  
- 2. M&M Auto Sales**  
**Lower Percentage of Profit 7.8%**  
**Sales Decreased YOY**  
**\$105k Sales...big account not performing**
  
- 3. Accidents Happen**  
**Low Percentage of Profit 11%**  
**Small Account...**  
**Sales YOY decreased dramatically**

## Areas Of Improvement for Wholesale

Let's Improve some promising accounts

MFD Car Doctor	20%	Profit	Good Size Account	Grow It	Less YOY
BP Customs	14%	Profit	Good Size Account	Grow It	Less YOY
B&L Makes Repairs	12%	Profit	Good Size Account	Grow It	
IMPORT Specialists	20%	Profit	Small Account	Grow It	

For All These Accounts Above

Offer with Monthly Sales over 15k...1% Cashback credit on sales

We must give attention to these accounts and foster growth with a strengthened relationship, visit the shops more often and be seen as a partner

### Additional Recommendations

1. We must Begin Advertising Better than just Word of Mouth
2. Recruit a competitor's Wholesale Rep that may already have a book of business with 10 accounts or more.....They will pay for themselves
3. Seek Out Volume Bonus Metrics from Manufacturers that will contribute to overall profitability...Target those metrics with growing accounts
4. Eliminate or increase prices on the Bottom Profit Performers / Small Sales Accounts to "increase" overall profit metric