

## WHOLESALE CASE STUDY N388

To Identify and group our wholesale customers we came up with a three-tier classification system correlated by metals.

**Gold:** Customers with over \$150,000 in annual purchases

Average of \$10,000 in monthly purchases

10% or lower in annual returned parts

Maintains a current account

**Silver:** customers with less than \$150,000 in annual purchases

Average of \$5000 to \$10,000 in monthly purchases

Over 10% in annual returned parts

Maintains a current account does not run over 30 days in the rears

**Bronze:** customers with less than \$20,000 in annual purchases

Average of \$5000 or less in monthly purchases

Over 10% in annual returned parts

Account consistently past due

### Top 3 GOLD Accounts

VanaMax (\$255,103ytd sales, \$22,847mtd sales, 10%ytd returns, Acct COD)

M&B Collision (\$192,762ytd sales, \$19,283mtd sales, 9.8%ytd returns, Acct COD)

H&T Ford (\$188,829ytd sales, \$14,548mtd sales, 9.1%ytd returns, Acct Net 30 current)

### Top 3 BRONZE Accounts

JD Auto Leader (\$1,155ytd sales, \$1,155mtd sales, 1%ytd returns, Acct Net 15 overdue)

Account in the rears

Accidents Happen (\$7,755ytd sales, \$3,355mtd sales, 8.2%ytd returns, Acct Net 30 current)

Low annual business

AAAAAuto Collision (\$13,447ytd sales, \$2,215mtd sales, 10% ytd returns, Acct net30current)

Prior year 13% returns

To grow our wholesale business will do the following:

Reward our GOLD customers with pricing incentives for volume levels

Work with our SILVER accounts to become GOLD

Train our wholesale consultant to gather new accounts and cultivate existing underperforming accounts.

- Create relationships with new clients by meeting with them on their lunch break and/or taking them out to lunch.
- Offer an incentive to clients that haven't purchased in 6 months or longer.
- Meet with declining accts to solve issues and revive business.

Get overdue accounts current and establish a pay plan for those accounts if needed.