

Part 1

Classification System Explained : Math and Te

	mtd b4	rtrns	gp%	rtn %
h T ford	\$	14,548.00	10.7%	5.6%
mb	\$	19,283.00	19.0%	12.0%
b l	\$	6,680.00	12.0%	5.0%
md	\$	4,968.00	5.8%	3.6%
m m	\$	7,166.00	7.8%	6.9%
j d	\$	1,155.00	20.0%	1.0%
import	\$	8,441.00	20.0%	3.3%
accident	\$	3,355.00	11.0%	5.6%
aaaa	\$	2,215.00	16.2%	10.0%
vanamax	\$	22,847.00	24.0%	13.0%
mfd	\$	8,003.00	20.2%	11.7%
bp	\$	6,716.00	14.0%	4.7%

Top Three

- 1 Vanamax , Highest YTD GP Dollars , They are COD
- 2 M & B , 2nd Highest GP Dollars YTD , they are also
- 3 H & T Ford , 3rd Highest GP Dollars YTD , they are

Bottom 3

- 1 M & D , they are NET30 and over due, carrying a h
- 2 J & D , they are NET15 and over due, low balance l
- 3 Accidents Happen , they are a good account NET30

Part 2

Opportunities

- Our Scenario "pg25" shows we have 1 dedicated**
- Deliveries → 1. Define your PMA based on your location and yo
2. We are lucky and we have 2 drivers , we can ma
3. Do not travel outside of your PMA unless you ha
 - Consultants → Having a dedicated consultant is another advantag
make sure all Parts advisors are fully trained on hc
 - Marketing → Marketing can be expensive and if we are trying to
Our Best marketing is our reputation , our perform
Part staff must be trained to be friendly, professio
Our parts drivers must be profesional!! , they mus
A weak parts driver can destroy your business quic
A Great Driver will bring you more business.... Cho

Make sure your trucks look good.... You Truck is a |
Incentive Programs

Incentivizing wholesale customers with something
Set targets for them to help them stay with a KPI's
Body Shop Incentive - A return percentage under 5
IRF Incentive - Increase your YOY purchases by 10%

arms to define purchase performance then rank top, Math and Terms to define low purchase perf
top mtd

return \$\$	mtd after rtn	gp		ytd sales	gp%	rtn %	return \$\$
\$ 814.69	\$ 13,733.31	\$ 1,469.46		\$ 188,829.00	11.4%	9.1%	\$ 17,183.44
\$ 2,313.96	\$ 16,969.04	\$ 3,224.12	2	\$ 192,762.00	18.6%	9.8%	\$ 18,890.68
\$ 334.00	\$ 6,346.00	\$ 761.52		\$ 108,734.00	12.7%	10.6%	\$ 11,525.80
\$ 178.85	\$ 4,789.15	\$ 277.77		\$ 94,439.00	7.6%	7.4%	\$ 6,988.49
\$ 494.45	\$ 6,671.55	\$ 520.38		\$ 105,208.00	7.0%	8.8%	\$ 9,258.30
\$ 11.55	\$ 1,143.45	\$ 228.69		\$ 1,155.00	20.0%	1.0%	\$ 11.55
\$ 278.55	\$ 8,162.45	\$ 1,632.49	3	\$ 22,147.00	20.3%	5.0%	\$ 1,107.35
\$ 187.88	\$ 3,167.12	\$ 348.38		\$ 7,755.00	11.8%	8.2%	\$ 635.91
\$ 221.50	\$ 1,993.50	\$ 322.95		\$ 13,447.00	17.1%	10.0%	\$ 2,299.44
\$ 2,970.11	\$ 19,876.89	\$ 4,770.45	1	\$ 255,103.00	25.0%	10.0%	\$ 25,510.30
\$ 936.35	\$ 7,066.65	\$ 1,427.46		\$ 87,321.00	19.5%	14.0%	\$ 12,224.94
\$ 315.65	\$ 6,400.35	\$ 896.05		\$ 82,625.00	18.3%	5.9%	\$ 4,874.88

COD
net30 but current

high balance. They are using my money to run their business.
 but my parts are not free. They should be COD
 0 and current, they are on the low side of GP and return close to 10%

consultant , 2 parts drivers, and we do some inhouse marketing. This said...we need to work with this..
 our competition
 manage this multiple ways , we can route by direction & location and/or we can route by time needed.
 have determined it to be a profitable delivery
 despite however, everyone in the Parts Room must participate if you are to GROW the business
 how your operation runs, not participating is not an option
 to capture a higher percentage of Gross as a percentage of sales then I recommend starting internally
 to enhance "in our customers eye's" and our facility, not necessarily in that order.
 consistent, consistent in meeting customer expectations. Our discounts need to be **competitive, and they don't ne**
 to understand everything you need then to do from following the route to processing returns and everything
 quickly
 to use wisely.

billboard... a banging up truck does not advertise well

; that says THANK YOU on a more personal level rather than additional discounting .

; that you determine

5% for the 1/4 and we will have lunch delivered to your shop ! Under 5% for the year and something special ;

½ and we send Lunch to the shop and personalized gift for the Shop Owner

ormance then rank bottom.

top 3		bottom 3	
YTD after return	ytd gp		
\$ 171,645.56	3 \$ 19,567.59	net30	current
\$ 173,871.32	2 \$ 32,340.07	cod	n/a
\$ 97,208.20	\$ 12,345.44	cod	n/a
\$ 87,450.51	\$ 6,646.24	net30	overdue 1
\$ 95,949.70	\$ 6,716.48	cod	n/a
\$ 1,143.45	\$ 228.69	net15	overdue 2
\$ 21,039.65	\$ 4,271.05	net30	current
\$ 7,119.09	\$ 840.05	net30	current 3
\$ 11,147.56	\$ 1,906.23	net30	current
\$ 229,592.70	1 \$ 57,398.18	cod	n/a
\$ 75,096.06	\$ 14,643.73	net30	current
\$ 77,750.13	\$ 14,228.27	cod	n/a

ed to be deeper than everyone elses.

in between.

gets sent to the owner