

# WHOLESALE ACTION PLAN

**“I WILL REVIEW AND ADJUST WHOLESALE CUSTOMER DISCOUNTS AND CUSTOMER INFO ACCORDING TO THEIR CURRENT ACTIVITY AND CUSTOMER RATING BY AUGUST 1<sup>ST</sup>”**

- THIS GOAL WILL ENSURE OUR GREEN LIGHT CUSTOMERS ARE RECEIVING THEIR MAX DISCOUNT COMPARED TO OUR YELLOW OR RED-LIGHT CUSTOMERS.
- DOING THIS WILL ENSURE OUR RED-LIGHT CUSTOMERS ARE NOT RECEIVING THE SAME BENEFITS AS OUR BETTER WHOLESALE CUSTOMERS
- WE WONT BE GIVING OUR INVENTORY TO JUST ANYONE AT A DISCOUNT

## STEPS FOR ACTION PLAN

- MAKE A LIST AS WHOLESALE ACCOUNTS CALL FOR PARTS. EACH COUNTERMAN WILL BE ACCOUNTABLE TO MAKE A LIST OF THE CUSTOMERS
- REVIEW ACCOUNT HISTORY. YTD SALES, YTD GROSS, YTD RETURNS AND CLASSIFY THAT CUSTOMER AS GREEN, YELLOW, OR RED LIGHT CUSTOMER
- REFLECT HOW THEIR ACCOUNT WAS CLASSIFIED WITHIN THEIR DISCOUNT AND SERVICE
- COMMUNICATE WITH CUSTOMER THAT WE WOULD BE INCREASING THEIR DISCOUNT BASED ON THEIR VOLUME OF BUSINESS
- SPEAK WITH CUSTOMERS THAT WITH HIGHER VOLUME WE CAN IMPROVE THEIR DISCOUNT AND SERVICE

- WITHIN 3 MONTHS AUGUST 1<sup>ST</sup> WE SHOULD OF HEARD FROM THE VAST MAJORITY OF OUR WHOLESALE CUSTOMERS AND HAVE REVIEWED AND ADJUSTED EACH ACCOUNT

## POTENTIAL OBSTACLES & SOLUTIONS

- RED OR YELLOW LIGHT CUSTOMERS WILL WANT GREEN LIGHT DISCOUNTS BEFORE THEY MAKE US THEIR PRIMARY SOURCE
- WE MUST SPEAK TO CUSTOMERS AND EXPLAIN THAT WITH A HIGHER VOLUME THEIR DISCOUNT WILL IMPROVE PER ORDER AND WE COULD IMPLEMENT A DISCOUNT GOAL FOR THEM BASED ON THE ORDERED PLACED WITHIN THAT MONTH AND FOLLOW UP

## FINANICAL IMPACT

- THIS WILL BE FINANICALLY BENEFICIAL FOR US DUE TO THE FACT WE WONT GIVING PARTS AWAY AT HIGH DISCOUNTS TO JUST ANYONE WHO CALLS
- IT WILL INSURE OUR GREEN LIGHT CUSTOMERS FEEL GOOD ABOUT CALLING US AND SOURCING US FOR THEIR PARTS
- AFTER AUGUST 1<sup>ST</sup> ACCOUNTS CAN BE VIEWED AND MAINTAINED MONTHLY TO MAKE SURE WE DO NOT FALL INTO THE SAME HABITS