

Tier Classifications

Tier 1 Customers: \$100,000 + YTD Sales

- Largest and most important customers for the dealership
- Represent a significant portion of the dealership's total parts sales.
- Large body shop and repair facilities, Heavy fleet operators, and government agencies.
- Require high level service and support
- “Relational” customer (Focused on having a trusted resource) more likely a long-term customer

Tier 2 Customers \$50,000 - \$99,999 YTD Sales

- Medium-sized customers that still represent an important source of revenue for the dealership
- Other dealerships and medium sized body shops
- Moderate volume of purchases and require a reasonable level of service and support
- “Value” customer

Tier 3 Customers \$15,000 - \$49,999 YTD Sales

- Make occasional purchases from the dealership.
- Small Mom and Pop repair facility
- Lower volume
- Requires basic level of service and support

Tier 4 Customers \$1 - \$14,999 YTD Sales

- Low volume
- Interested in specific part/price
- Counter Sale
- “Transactional” buyer (Focused on price and availability)