

ACTION PLAN 2

What will you do differently as a result of what you learned in this section?

WHAT WE HAVE DONE DIFFERENTLY IN MY DEALERSHIP
IS WE HAVE INCREASED GP% FOR SOME OF OUR TOP
WHOLESALE CUSTOMERS. WE INFORMED THEM OF THE HIGHER
GP% INCREASE BUT ALSO GRANTED THEM NO RESTOCK FEES
IF THEY CAN KEEP A VERY LOW RETURN %.

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

I BELIEVE THE CHANGES WE HAVE MADE WILL INCREASE PROFIT
FOR OUR COMPANY AND MAKE SURE THE WHOLESALE CUSTOMERS
WILL USE MORE EFFECTIVE WAYS TO INSURE THEIR % OF
RETURNS ARE KEPT TO A MINIMUM. IF WE MADE NO CHANGES
HOW CAN WE KNOW IF OUR METHOD TO INCREASE GP% WILL
WORK?

What obstacles might you encounter and how can you overcome them?

THE ONLY OBSTACLES THAT I CAN THINK OF IS WHAT IF OUR
CUSTOMERS DO NOT AGREE WITH THE GP% INCREASE, BUT
LUCKY ENOUGH OUR QUALITY SERVICE AND COMMUNICATION
SKILLS WORKED TO OUR ADVANTAGE.

Identify your first few steps and the people who can help you with them.

WE HAVE A AWESOME PARTS MANAGER WHO HAS TRAINED US
ACCORDING TO CORPORATE GUIDE LINES. WE ALSO HAVE
A GREAT WHOLESALE REPRESENTATIVE AND WHOLESALE
SUPERVISOR THAT CAN HELP INCREASE CUSTOMER RELATIONS

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