

Our dealership will be ranking our customers on the following.

- Volume including current vs. previous year sales.
- Who retains the highest GP.
- COD ranks higher than Net accounts, current or not it's money in the bank!
- Although our brand has a very forgiving returns program is still costs man hours, so returns do weigh in.

**Top three customers:**

Vana Max - Best

- Great volume
- High GP
- Relatively low return %
- COD!

M&B Collision - Better

- Good Volume
- Higher than average GP
- Cash customer

MFD Car Doctor - Good

- Decent volume
- Good GP
- Current Net account

**Bottom three customers:**

B&L All Makes Repair

- Good volume
- Low GP
- High Return volume

M&M Auto Sales

- Good volume
- Super low GP

#### M&D Used Cars

- Decent volume
- Super low GP
- Past Due

## Opportunities for Improvement

Review price code setups and review what accounts are receiving deep discounts and why.

Implement a monthly volume-based discount structure.

- Up to 5k 15%
- 5k - 15k 20%
- 15k+ 25%
- Body Shops 30%

We have a Visa card that gives 5 points for every dollar spent at my brand. Those points can then be redeemed as cash. It works out to be an extra 5% in your pocket.