

PARTS SALES ASSOCIATE



FUNCTIONS:

- Customer Relations
- Interdepartmental Relations
- Parts Ordering
- Inventory Management and Quality Control
- Sales/Marketing
- Sales Analysis

COMPETENCIES:

- Adaptability
- Analysis
- Continuous Improvement
- Customer Enthusiasm
- Judgement
- Organizing and Planning
- Teamwork
- Communication

REPORTS TO:

- Parts Manager

MANAGEMENT/BUSINESS SKILLS REQUIRED:

- Ability to receive customers, establish rapport, and determine and attend to customers' needs
- Ability to match customers' needs with appropriate parts or services
- Knowledge of automotive parts, accessories and automobiles in general
- Knowledge of and ability to monitor inventory in order to determine which parts require special ordering
- Knowledge of parts counter procedures, such as requiring prepayment for special orders, etc.
- Ability to search part numbers or to use the computer and standard catalogues
- Ability to monitor bins and determine which parts need reordering
- Ability to accurately track parts
- Ability to monitor lost sales for inventory control
- Ability to assist the Parts Manager in analyzing and resolving discrepancies between computer inventory and actual parts on hand
- Knowledge of procedures for ordering special parts or parts with no published part numbers
- Ability to identify and acknowledge the receipt of warranty (used) parts
- Computer skills

WORK ORIENTATION FACTORS

- Much customer contact
- Much computer work
- Much contact with people in all dealership departments

POSITION SUMMARY*The Parts Sales Associate:*

- Will need to be extremely familiar with automotive products so as to accurately answer questions and satisfy customers' demands
- Will be able to source and sell automotive parts to both inside and outside sales customers.
- Contributes to inventory control and other duties as required.
- Is strong interpersonally, establishing rapport with customers in person and on the phone and asking questions that help to locate the needed parts or service and any related parts or service in which customers might be interested.
- Assists the Parts Manager in resolving discrepancies between the computer inventory and the actual parts available in bins.

PARTS SALES ASSOCIATE



-
- Obtains the information needed to place special orders and ensures that the correct parts are sent.
 - Must research the availability of certain parts, either within the dealership or from other sources as necessary, and must be able to search part numbers using the computer or standard catalogues.
 - Is aware of seasonal requirements for parts and of requirements for parts that arise as a result of recalls or specials in the Service Department.

WHAT THE WORKER IS LIKE?

The Parts Sales Associate:

- Has a general understanding of automotive systems.
- Has the ability to use inventory information on a computer screen and can locate parts by checking part numbers and locating them in the bins.
- Must communicate clearly in person and on the phone and must be willing to initiate calls to customers to give and receive information.
- Must be alert to sales opportunities by taking the time to ask customers questions and provide information about parts and services.
- Is able to effectively communicate with all other departments in the dealership.
- Is able to work independently, managing his or her time and work flow.

WHAT THE WORK IS LIKE?

The work of the Parts Sales Associate:

- Is detail-oriented in that this person maintains, monitors, and continually updates the parts inventory for the dealership.
- Entails frequently inputting and checking information on the computer and verifying the computer inventory by physically checking parts in the parts storage bins.
- Entails over-the-counter sales of parts and special ordering parts for customers and for the Service Department or Body Shop.
- Involves ensuring that parts arrive, that they are the correct parts, and that those who ordered them know of their arrival.