

AUTOMOTIVE PARTS CONSULTANT - JOB DESCRIPTION

FUNCTIONS:

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

COMPETENCIES:

- Adaptability
- Analysis
- Continuous Improvement
- Customer Enthusiasm
- Sound Judgement
- Organizing and Planning
- Promote Teamwork
- Knowledge of Product

PERSONALITY ATTRIBUTES:

- Patience
- Attentiveness
- Clear Communication Skills
- Ability to Use "Positive Language"
- Ability to "Read" Customers
- Persuasion Skills
- "WOW" Customers Service

REPORTS TO:

- Fixed Operations Manager
- Parts Manager
- Our Customers

BUSINESS SKILLS REQUIRED:

- Ability to greet customers, establish rapport, determine and attend to customers' needs.
- Ability to match customers' needs with appropriate parts or services.
- Knowledge of automotive systems 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.
- 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.
- 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.
- PC skills and experience using DMS and CRM software.
- Exceptional verbal and written communication skills.
- Highly organized, detail oriented, and able to thrive in a fast paced, changing environment.



POSITION SUMMARY:*The Parts Counterperson:*

- Contributes to managing inventory and ordering parts and works to meet customers' needs.
- 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.
- Must know which parts are in inventory, require reordering, or must be specially ordered.
- Assists the Parts Manager in resolving discrepancies between the computer inventory and the actual parts available in bins.
- 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.
- Identify opportunities to enhance the customer experience:
 - Overcome price & product objections
 - Ability to ask for the order
 - Use assumptive sales strategy
- Provide best in class customer service.
- Ability to advise and educate customers in a way they can understand.
- Possess patience when locating parts or catalog items for non-technical customers.

CUSTOMER SERVICE ORIENTATION:

- Believes that the customer is the most important thing.
- Devotes maximum attention and effort to providing the highest levels of customer service.
- Feels a personal sense of achievement when customers are delighted.
- Understands and anticipates customer needs and works tirelessly to meet them.
- Willing to go above and beyond the call of duty to help customers and resolve their problems.
- Thrives on ensuring that the customer experience is the best it can be.
- Sees customer complaints firstly as opportunities to create customer satisfaction.
- Driven to make sure every customer feels valued.



WHAT THE WORKER IS LIKE?

The Parts Counterperson:

- 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 Counterperson:

- Detail-oriented; 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 and special order parts for customers, service department and body shop.
- Proactively upsell consumers and business on the value based parts
- Ensuring parts arrive on time, are correct, then informing customers and technicians of their arrival.

The information contained herein is not intended to be an all-inclusive list of the duties and responsibilities of the job, nor are they intended to be an all-inclusive list of the skills and abilities required to do the job. You may be called upon to attend Workplace Health & Safety meetings, WHMIS training or other pertinent organizational training/certification when required. Management may, at its discretion, assign or reassign duties and responsibilities to this job at any time. By signing this form, you confirm that you have discussed this job description in detail with your employer.

Dealership Name:	
Employee Name:	Date:
Employee Signature:	
Manager Name:	
Manager Signature:	Date:

