

Parts Counter Salesperson~Job Description

01-26-10

REPORTS TO: Parts Counter Supervisor

GENERAL RESPONSIBILITIES:

Responsible for providing excellent customer service to all customers, while promoting and soliciting orders for parts, whole goods, used equipment from our rental fleet, and service work for the repair shop. Must provide customers with accurate and complete information on all parts, equipment, and accessories carried by the Company.

Required to quickly and accurately perform all counter and computer procedures required for the sale of parts and equipment, as well as, the creation and completion of work orders.

SPECIFIC DUTIES AND RESPONSIBILITIES:

- Greet every customer quickly and in a friendly manner. Answer the telephone by the third ring, using proper telephone procedure and etiquette, with "a smile in your voice".
- Promote and solicit parts & service orders, as well as sales of whole goods.
- Listen to and engage every customer in order to obtain sufficient information to correctly determine or confirm his needs.
- Fulfill those needs promptly and correctly, in line with company policies and procedures. Maintain good customer relations, and report problems that could adversely affect those relationships to the Parts Counter Supervisor.
- Thorough knowledge of all the equipment that we handle, including operational and safety features, benefits, maintenance, accessories, parts, and how it compares to the competition. Must be able to locate product literature, pricing, parts lists, etc.
- Required to quickly and accurately perform all counter and computer procedures required to complete sales of equipment & parts, write quotes and shipping orders, and to create and complete work orders.
- Be familiar with shop procedures and requirements, so that you can inspect customer equipment, make preliminary diagnosis, provide a reasonable estimate and create a work order correctly and completely.
- Required to follow the policies and procedures in the 'Salesman Empowerment Guidelines' which include submitting, in writing, the reasons for any deviations from our pricing.

- Know and follow credit card and check authorization policies and procedures. Know the warning signs that could indicate bad checks, poor credit and business risks.
- Must possess knowledge of applicable vendor and outside financing options and have the ability to accurately administer and process applications and other required documents, while staying current on any program changes.
- Assist and train teammates as requested, or as needed.
- Be aware of all advertised specials and promotions, as well as new products, for both rental and sale.
- Maintain a list of customers to call with new products, specials, and promotions, and make calls to them whenever time allows.
- Monitor lost sales and create an ICEPAQ indicating the item, cause and amount of loss.
- Create ICEPAQ's for any situation in which a customer is inconvenienced in any way or that could be detrimental to the success of the Company. Submit them to the Parts Counter Supervisor.
- Assist with keeping the showroom, equipment, displays, counters, and signs clean, well stocked, orderly and attractive. Make sure price tags are in place, updated and accurate. Keep your personal area neat, clean, and organized.
- Required to attend all department meetings, as well as Store and Company meetings, to continue and ensure your ongoing training and growth in the department and the Company. In addition, all employees are encouraged to attend training meetings in other departments to increase their knowledge and understanding of other areas of the business.
- Keep the Parts Counter Supervisor informed of policies or procedures that are unsafe, improper or wasteful. Also report any errors or contradictions in policies, pricing, computer information, inventories, etc.
- Perform all duties utilizing time to best advantage. Ask the Parts Counter Supervisor, or any Supervisor or Manager for additional duties as time allows.
- Perform any other duties required or requested for the good of the team and/or the good of the Company.

MINIMUM QUALIFICATIONS:

- Previous customer service experience preferred
- Good mechanical aptitude
- Better than average math skills
- Excellent personal appearance and hygiene
- Personality conducive to good customer relations

COMPETENCIES REQUIRED:

- Skills:
 - Communication skills, both written and verbal
 - Excellent customer service skills
 - Selling skills
 - Phone etiquette
 - Computer and typing skills
 - Good memory and follow-up skills to fulfill promises made to customers
 - Organizational skills

- Knowledge:
 - Working knowledge of a wide range of equipment and its' application
 - Working knowledge of A to Z's business computer system
 - Some knowledge of basic email, word document and spreadsheet computer programs

- Traits:
 - Outgoing, consistent, upbeat attitude
 - Common sense
 - Intelligence
 - Team player
 - High level of maturity
 - Ability to deal with people
 - Thorough, great attention to detail

WORKING CONDITIONS:

The environment of the position is busy and continually changing. Requires nearly constant standing or walking along with continuous contact and communication with customers both in person and by phone. Position requires the ability to maintain a high level of energy, optimism and dedication.

PARTS COUNTER SALESPERSON: _____

SIGNATURE: _____

PARTS COUNTER SUPERVISOR: _____

SIGNATURE: _____

DATE: _____