



PARTS MANAGER

Our Parts Manager (PM) works closely with our customers and the outlet part teams, in person or through other channels, to ensure the outlet provides excellent service and support for our customers for parts for repairs, replacements, or upgrades. The role involves understanding product specifications, managing inventory, and assisting customers in finding the right part for their needs. The PM will work proactively to coordinate and distribute the workload amongst the team to ensure maximum parts sales, parts turnover and profitability is attained, whilst a commercial approach to stock quality, stock management and customer service is maintained. It is expected that the role holder will support all Company standards in relation to personal and professional conduct and work to attain Company goals and objectives throughout employment.

Main Responsibilities

Customer Service:

- To be the first point of contact for customers in outlet and over the phone for any merchandise, parts or service enquiries. Ensure store is well presented and clear from obstruction to provide the customer with the best in branch experience.
- Assist customers in identifying and selecting the right merchandise, parts or service for their needs.
- Drive incremental parts sales through pro-active communication and disciplined customer prospecting.
- Throughout all interactions foster excellent relationships to enable a first-class service and encourage continued custom. Support proper counter procedures to achieve department goals for customer service.
- Address customer enquiries and resolve issues related to parts availability, returns, or warranty claims.

Sales and Marketing:

- Maintain knowledge of the full range of Groundcare and handheld showroom equipment, parts, tools, in addition to equipment, parts, tools and services we offer for John Deere to proactively recommend, promote and sell as appropriate.
- Be proactive in sales approach with domestic and commercial customers both in person in branch and through other channels. Assist with counter sales to support customer needs.
- Responsible for outlet sales, ensure the showroom is organised to increase sales. Create and maintain an attractive and rewarding display for the most popular parts.
- Deliver on parts sales targets for self, outlet and company.
- Respond promptly to any confirmed ecommerce orders and/or enquires given to your branch.
- Assist with the parts delivery schedule and ensure the customer is aware of any active campaigns or promotions.
- Work with our Marketing Department to promote seasonal or high-demand parts during planting, harvesting, or maintenance periods. Highlight parts and services to customers purchasing new or used agricultural equipment.
- Provide accurate pricing and prepare quotes for customers.
- Submit parts warranty claims and return claims within the required timeframe to receive maximum credit.



Inventory Management:

- Oversee the stocking and tracking of parts and components for all machinery the outlet supports.
- Ensure parts and stock management supports CG stock management process and all administration, stock takes and systems are accurate. Ensure stock is stored in support of stock process and all walkways are clear and free from obstruction.
- Develop and maintain an in-depth understanding of the parts and products sold in branch and the dealership.
- Ensure management of reorder levels and stock maintenance of both fast-moving and seasonal items.
- Update stock systems accurately and ensure stock levels are maintained at the required level to provide accurate supply for the workshop and retail parts customers.
- Identify any items for inter-depot transfers and ensure logistics are active to support smooth and timely delivery for the customer.
- Identify required parts, pick parts from stock and place orders with suppliers to meet customer needs and expectations.
- Ensure payments are handled in line with procedure, completing invoicing and administrative tasks as needed.
- Ensure the outlet team maintain accurate recording of parts orders, sales, and inventory levels. Report on inventory turnover, sales trends, and customer demand.
- Ensure the delivery service for your region is marketed, utilised, stocked and managed to ensure the required productivity targets are attained.

Team Management:

- Manage a team of Parts Sales Professionals; ensure all company values are communicated and supported.
- Ensure team members are trained in inventory management, customer service, and proper handling of parts and sales of.
- Monitor performance and set goals for the team to meet sales and operational targets.
- Allocate tasks to parts employees, based on their expertise and skills.
- Monitor parts sales on a daily, weekly, monthly basis to ensure achievement of budgeted sales and profit goals. Ensure team are aware of all KPI's and activities required to attain goal performance.
- Participate in the development and execution of the Parts Marketing Plan.
- Execute parts process revisions where required for ordering, receiving, inventory, selling, return and marketing.
- Maintain good discipline and organisation of the parts department and its surroundings, ensuring that everything is organized, clean and safe.
- Assist with the development, training, performance management and welfare interventions of Parts Team.
- Take responsibility for Health and Safety in the Parts department within assigned outlet(s).



Cornthwaite
GROUP



JOHN DEERE

Person Specification

- Strong communicator with the ability to effectively explain parts and products to customers and understand customer needs with the ability to overcome any objections.
- Robust technical knowledge with familiarity with the parts and products.
- Influence and persuade customers to make purchases and suggest additional products.
- Build and develop strong customer relations to encourage continued custom and ensure we remain the John Deere dealer of choice.
- Possess strong attention to detail ensuring accuracy in order details, product numbers, pricing and CRM administration.
- Proactive and organised work ethic, with the ability to work on own initiative