



## **Job Description: Regional Parts Manager / Outside Sales**

Department: Sales

Reports to: Director of Sales

### **Job Overview**

The Regional Parts Manager (RPM) is charged with providing the parts needs of all customers to include fleet customers in the perspective A.O.R. The RPM is responsible for representing the branch in the customer's place of business, address their parts needs through the use of Sales I, respond to information inquiries, process parts orders, identify sales opportunities through prospecting, and sell additional parts and accessories. Additional responsibilities are to identify and develop a sales Pipeline through the use of Sales I, and sales promotions in the customer's place of business as well as trade shows.

### **Duties and Responsibilities**

The primary duties and responsibilities of the RPM are to professionally represent the branch and the company, identify additional sales opportunities and make additional sales to Achieve Sales Budget:

- Becoming a welcome visitor to the customer's place of business by providing a value-added experience with regular customer visits, and utilizing Sales I as a Customer Relations Tool.
- Getting to know the customer, the customer's business and the needs of that business through customer visits and smart data provided by Sales I and TransAxle.
- Responding to customer parts or information requests quickly.
- Identifying customer needs and opportunities that will produce additional sales.
- Thorough preparation for, and presentation of, sales proposals.
- The use of a structured presentation of new items or services during each visit.
- Conscientious customer service including problem identification and concern resolution.

The secondary duties and responsibilities are to be performed as assigned include:

- Accurate and timely maintenance of activity and sales.
- Periodic delivery of parts when logistically advantageous or to address customer need.
- Ensuring company vehicles present a professional appearance and are properly maintained.
- Present a neat, clean, professional appearance-no jeans, t-shirts or sneakers.
- General organizational and administrative duties as directed by the Director of Sales.

### **General Work Requirements**

The RPM is a vital member of the team, one who has a major impact on the parts sales and customer satisfaction. Accordingly, particular qualities and abilities are required for successful performance in this position, including:

- Excellent communication skills, including awareness of others and an effective listening ability.
- Enjoyment of sales process, presentations, overcoming objections, and asking for the sale.
- The ability to answer customer concerns diplomatically, reacts professionally, and identifies solutions.
- The ability to learn and consistently follow sales, presentation, and administrative procedures.
- The qualities required to work largely unsupervised via effective time and schedule management through the CRM tool (Sales I)
- Honesty and integrity.

### **Skills, Training, and Education Requirements and Preferences**

The RPM position requires a number of basic skill and conditions, including:

- A valid driver's license and the ability to pass a background check and Drug Screening
- Basic PC skills and basic understanding of PC systems. Such as Excel, Outlook, Smartphones, Tablets, PowerPoint, Cloud Based CRM Tool.
- The knowledge and ability to understand pricing and market conditions through mathematics.
- The ability to communicate via written messages, including neat, legible handwriting, e-mail, and Texting.
- The ability to manage detail, as in the creation of schedules and maintenance of appointments through Sales I.
- Organizational abilities to create and execute structured customer contacts.

Element that are preferred, but not required for the position are:

- A College Degree or Technical Training in addition to a High School Diploma.
- Mechanical aptitude or experience in automotive /truck or heavy equipment mechanics.
- Previous sales experience, particularly in a truck environment or construction market
- Formal education or training courses in the selling processes and techniques to include use of CRM's
- An ability to recognize opportunities for process and operational improvement.

### **Physical Requirements**

The outside sales person position is fast-paced and can be at times physical, demanding a number of physical attributes, including:

- A comfort level with constant travel by automobile or truck in all weather conditions.
- An energy level that will support constant daily travel and the visiting of multiple locations.
- The ability to lift at least 50 pounds, unaided.
- The ability to periodically work beyond the scheduled 8-hour shift, as directed by Branch Manager.

### **Working Conditions**

Employee safety is a prime concern at the branch and every effort is made to insure a safe working environment. However, during visits to customer businesses, it will be likely the outside sales person will encounter:

- Occasional high noise levels.
- Airborne elements such as dust, paint fumes, and exhaust fumes.

