



Parts Advisor

Reports to: Branch Manager

Job Purpose:

To support the Branch Manager and Assistant Branch Manager in achieving sales and promotional targets within agreed guidelines while delivering excellent customer service. The role assists with day-to-day branch operations, ensuring stock control, store presentation, and operational standards are maintained.

Key Responsibilities

Team Support & Customer Service

- Support branch management in delivering excellent customer service and maintaining high standards of customer interaction.
- Assist in motivating customer-facing and delivery staff to ensure a positive customer experience.

Sales & Business Performance

- Support branch sales activities and assist with achieving sales and margin targets.
- Assist with the implementation of promotional activities and sales initiatives.

Financial Management

- Assist with cash handling and debtor processes in accordance with company procedures and policies.

Stock & Inventory Control

- Ensure company stock is stored safely and in accordance with manufacturer specifications.
- Check and process stock documentation in line with company procedures.
- Participate in regular stock takes and report any discrepancies to branch management.
- Assist with monitoring stock levels, including slow-moving or obsolete stock.

Operations & Customer Service

- Support the maintenance of effective merchandising, store layout, and customer flow to maximise sales and customer satisfaction.
- Assist in maintaining high standards of customer service and staff product knowledge.
- Assist in maintaining the condition and safe operation of all branch equipment, fixtures, and fleet.
- Support branch management in maintaining efficient day-to-day branch operations

Compliance & External Relations

- Follow company health and safety policies and support staff awareness of safety procedures.
- Liaise with suppliers and partners when required to support branch activities.

Business Awareness

- Maintain awareness of competitor activity, pricing, and market trends and communicate relevant information to branch management.

The Power to Supply

Motor Parts Direct Limited Registered in England No. 3604992
Registered Office: Unit 7, Optima Business Park, Pindar Road, Hoddesdon,
Herts, EN11 0DY