

The Road to Success

Automotive Parts Associate

Summary

The Automotive Parts Associate works in a fast-paced automotive environment that involves constant interaction with customers in person and over the phone, with the use of a computerized automotive parts look-up system. The role also involves interaction with outside vendors using various ordering processes and systems and a responsibility for maintaining the automotive retail floor. As part of the Team, you will be working weekends and closing no more than 3 shifts/week.

Responsibilities and Tasks

Customer Service

- Provides excellent customer service and ensures an ongoing commitment to the needs of the customer and their vehicle.
- Smiles, makes eye contact with and greets customers.
- Directs or guides customer to the location of requested items.
- Answers questions and provides friendly advice and services to customers.
- Suggests value-added and related products to customers to ensure they go home with what they need.
- Ends the discussion with the customer using a closing statement (e.g., “Is there anything else I can do for you today?” “Did you find everything you were looking for?” “Thank you for shopping at Canadian Tire”).
- Responds to and handles customer inquiries, requests and concerns in a timely manner, over the phone and in person.
- Handles multiple customers in an effective and efficient manner.
- Deals with challenging situations in a professional manner.
- Keeps up to date on in-store promotions, in-store deals, auto center specials and product locations.

Operations

- Sources and orders automotive parts for customers though authorized suppliers.
- Follows established procedures regarding the ordering and sale of parts to customers and the Service Department.
- Processes returns, warranties and castings as required.
- Tests and fills batteries. Tests starters and alternators. Operates the battery filling station as per training received.
- Ensures that retail basics tasks are executed efficiently (e.g., stocking, labels, facing, etc.).
- Stocks shelves and merchandise display areas using modules and planograms as guidelines.
- Walks their assigned sections to understand what needs to be accomplished on a daily basis.
- Maintains inventory accuracy and identifies/reports low stock levels (e.g., hole check and bin cap analysis).
- Reports stolen and damaged goods to Management.
- Locates products in the warehouse.
- Operates computer and RF gun, and enters all relevant coding in Canadian Tire systems.
- Participates in meetings and all training as required and listens to feedback to improve their own abilities.
- Complies with company, store, department, and Automotive Service Centre policies.
- Abides by all health and safety programs and regulations. Reports any observed or potential hazards immediately.
- Uses professional language and maintains a professional appearance (e.g., uniform, hygiene, grooming and name tag) when interacting with others.
- Completes other tasks, as required.

Requirements

- Demonstrated automotive subject matter knowledge and interest.
- Basic math and typing skills.
- Good working knowledge of automotive parts lookup system.
- Ability to operate a cash register is an asset.
- Ability to work under minimal supervision with computerized systems.
- Experience in a similar role, in a Canadian Tire store or Automotive Service Centre, is considered an asset.

Required Skills and Abilities

Successful candidates will demonstrate the following competencies:

- **Highly approachable, customer-oriented** individual who thrives on offering exceptional service to customers.
- Strong belief in the Canadian Tire Values of **honesty, integrity and respect**.
- Ability to serve customers in a **professional manner** and to inspire their confidence and trust.
- Ability to work effectively in a **fast-paced, customer-focused environment**.
- **Strong communication skills**, ability to listen carefully and to give precise instructions.
- Aptitude for building and maintaining **interpersonal relations**, both with customers and coworkers.
- Ability to work in a **team environment** that provides assistance and support to co-workers to achieve common goals.
- Ability to **multitask, adapt** and **cope with challenging and changing situations**.
- **Positive attitude, punctuality and solid work ethic.**



Potential Career Opportunities

- Next levels: Service Advisor, Department Manager and Service Manager.
- Other automotive opportunities in a large network of more than 485 Canadian Tire Automotive Service Centres across the country.
- Career opportunities across the larger Canadian Tire family (Canadian Tire Petroleum, PartSource, Mark's, FGL Sports Ltd, Canadian Tire Corporation Limited and Canadian Tire Financial Services).

Physical Demands and Working Conditions

In compliance with the store's Health and Safety Policies and Procedures:

- Standing/walking for 8 hours.
- Lifting and/or carrying of merchandise items, as required, on a regular, frequent and unassisted basis. Merchandise item may vary in weight from "light" to "heavy".
- Lifting and turning repeatedly throughout the shift.
- Lifting above the shoulder, from floor to shoulder and floor to waist.
- Going up and down a ladder while carrying merchandise.
- Walking and carrying things at the same time and pushing/pulling, as required.
- Twisting, turning, reaching and working above shoulder level.

Competency Profile

Customer experience:	Smiles, makes eye contact with and greets customers. Walks the customer to the requested product. Answers questions and provides friendly advice and service to customers. Suggests value-added and related products to customers to ensure they go home with what they need. Ends the discussion with the customer with a closing statement (e.g., "Is there anything else I can do for you today?" "Thank you for shopping at Canadian Tire"). Always prioritizes customers over other automotive tasks. Shares ideas and suggestions on how to attract customers and improve the level of customer service. Helps team members deal with difficult customers. Understands customer needs and educates and empowers them to make an informed decision. Handles multiple customers and is considerate of customers' time. Responds in a timely manner to customer inquiries and knows when to refer to another colleague or ask for help.
Honesty, integrity, respect:	Respects the line of authority. Openly shares opinions and suggests constructive solutions. Follows systems and procedures that protect the confidentiality and privacy of customers. Report behaviours that may have a negative impact to the Automotive Service Centre, customers and other important policies. Readily admits own mistakes and learns from them. Does not hide facts to avoid negative consequences. Is open, fair and treats others equally within the Automotive Service Centre. Shows respect for cultural and religious differences.
Leading and managing:	Conducts work that is aligned with the Automotive Service Centre and Dealer's vision. Participates in discussion around goals for the Automotive Service Centre and takes ownership to achieve challenging goals. Works in collaboration with other team members and shares tips and personal learning to help colleagues. Has a positive attitude and strong work ethic. Works independently on tasks and helping customers, is resourceful and shows ability to find answers. Shows a personal interest and motivation to improve, is open to learning activities and coaching and asks for feedback.
Growing the business:	Is aware of key factors impacting sales and overall performance of the Automotive Service Centre. Shares potential opportunities or suggestions to help the Automotive Service Centre be more profitable and increase sales. Understands how own actions, suggestions, sales efforts and customer satisfaction contribute to overall sales and profitability. Thinks in terms of profit, loss and productivity when resolving customer issues and applies that knowledge every day. Uses tracking tools.
Problem solving and decision making:	Shares honest feedback and opinions on technical and operational issues to prevent future problems and influence decisions. Uses appropriate tools to resolve issues permanently. Considers relevant factors when making decisions about customer/staff issues and complaints. Understands what decisions he/she is empowered to make and when it is appropriate to escalate them to the Licensed Automotive Technician or Service Manager. Resolves problems at the service counter.
Communication:	Is aware of own communication style, its impact on customers and colleagues and can adapt own style when appropriate. Communicates with impact and influence. Shares knowledge and information in a simple but convincing way despite challenging situations. Consistently communicates professionally, politely and clearly with others and openly shares feedback when appropriate. Integrates new information and ensures a smooth flow of communication with customers. Communicates clearly and professionally in writing.
Adaptable:	Regularly suggests how procedures, policies and work methods could be adapted to make the Automotive Service Centre function better. Speaks positively about required changes. Adapts interpersonal style to suit different types of audiences. Effectively manages stress and pressure. Remains calm, courteous and composed when under pressure and handling multiples demands. Moves ahead with work in a positive way despite setbacks.
Work as a team:	Is considerate toward everyone in the Automotive Service Centre**.** Participates in building a team spirit and culture when interacting with others and understands their own role within the team. Shares credit with others. Develops effective and supportive relationships and gets along well with others.
Plans, organizes, delegates, follows up:	Executes work in a logical and organized way, step by step, to get work done right the first time and avoid unproductive work. Follows direction and works on task lists created by the Service Advisor and Licensed Automotive Technician in order to meet goals. Organizes own as well as team's time effectively and works on task lists or project's created by the Service Manager in order to meet his/her weekly and daily goals and direction. Follows up daily on tasks assigned to ensure progress. Executes tasks in a timely manner.
Takes action and delivers results:	Always looks for ways to work more efficiently but not at the expense of the customer. Shows initiative and takes actions that are aligned with the Automotive Service Centre goals and achieves them. Accepts challenging tasks and works hard to achieve results. Takes ownership of the assigned work and objectives, focuses on achieving results and provides Service Manager with regular updates on progress. Gets things done as quickly as possible in a safe and efficient manner.
Accountable:	Supports Service Manager and/or Dealer's decisions when sharing with team members. Shares health and safety concerns with Service Manager. Understands the need to strictly follow legal and Health and Safety regulations, enforces them and explains how to respect them. Learns and follows the Automotive Service Centre's systems, rules, policies, processes and procedures and understands the consequences of not complying with them.