

## DACUM Research Chart for Parts Manager & Parts Specialist

February 13, 2017

| Duties   |                                         | Tasks                                                                   |                                                                        |                                                                       |                                                                                    |                                                                           |                                                                        |                                                                 |                                              |                                                    |                                                |  |  |
|----------|-----------------------------------------|-------------------------------------------------------------------------|------------------------------------------------------------------------|-----------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------------|------------------------------------------------------------------------|-----------------------------------------------------------------|----------------------------------------------|----------------------------------------------------|------------------------------------------------|--|--|
| <b>A</b> | <b>Merchandise the Store</b>            | A-1 Manage store layout                                                 | A-2 Install in-store signage                                           | A-3 Create products tags (e.g., pricing labels, barcodes, etc.)       | A-4 Manage product displays (e.g., permanent, seasonal, promotional)               | A-5 Manage store appearance (e.g., straightening, front facing, cleaning) | A-6 Rotate product stock                                               | A-7 Update product information (e.g., pricing, SKU, bar codes)  | A-8 Coordinate store resets                  |                                                    |                                                |  |  |
|          |                                         | B-1 Manage discount pricing (e.g., promotional, sale, program)          | B-2 Conduct customer seminars and webinars                             | B-3 Conduct special events (e.g., customer appreciation, open houses) | B-4 Coordinate parts marketing campaigns (e.g., email blasts, flyers, direct mail) | B-5 Manage website parts catalog                                          | B-6 Participate in off-site events (e.g., shows, rallies, campgrounds) | B-7 Evaluate competition (e.g., products, prices)               | B-8 Participate in social media/web presence |                                                    |                                                |  |  |
| <b>B</b> | <b>Market Parts &amp; Accessories</b>   | C-1 Maintain parts inventory system                                     | C-2 Determine best parts supplier(s)                                   | C-3 Order parts and accessories                                       | C-4 Receive parts (e.g., price, stock on shelf)                                    | C-5 Manage inventory level (e.g., back stock, front end)                  | C-6 Monitor inventory variances (e.g., internal, external)             | C-7 Return parts (e.g., RGA, defective, warranty, obsolete)     | C-8 Perform cycle counts                     | C-9 Conduct physical parts & accessories inventory | C-10 Control freight income and expenses       |  |  |
|          |                                         | D-1 Prepare for daily operations                                        | D-2 Wait on customer in person (e.g., greet, assess, direct)           | D-3 Wait on customer electronically (e.g., phone, email)              | D-4 Wait on internal customers (e.g., warranty, sales, technician)                 | D-5 Introduce new customer to Parts Department staff                      | D-6 Generate special orders for parts                                  | D-7 Promote product features & benefits                         |                                              |                                                    |                                                |  |  |
| <b>C</b> | <b>Manage Parts Inventory</b>           | D-8 Track lost part sales                                               | D-9 Complete parts sales transactions (e.g., credit card, cash, check) | D-10 Follow up on special orders (e.g., customers, vendors)           | D-11 Perform end of day operations                                                 |                                                                           |                                                                        |                                                                 |                                              |                                                    |                                                |  |  |
|          |                                         | E-1 Maintain customer information (e.g., birthday, contact information) | E-2 Maintain contact with customers (e.g., personal events, follow up) | E-3 Solicit customer feedback                                         | E-4 Respond to customer feedback                                                   | E-5 Resolve customer issues                                               |                                                                        |                                                                 |                                              |                                                    |                                                |  |  |
| <b>D</b> | <b>Sell Parts &amp; Accessories</b>     | F-1 Identify staffing needs and requirements                            | F-2 Recruit prospective employees                                      | F-3 Interview prospective employees                                   | F-4 Hire new staff                                                                 | F-5 Conduct staff onboarding                                              | F-6 Assign staff tasks & responsibilities (e.g., schedule employees)   | F-7 Assist with risk management training (e.g., OSHA, EPA, ADA) | F-8 Coach staff                              | F-9 Conduct employee reviews                       | F-10 Counsel staff (e.g., discipline, mediate) |  |  |
|          |                                         | G-1 Analyze parts inventory forecasts                                   | G-2 Review parts department budget & goals                             | G-3 Manage expenditures (e.g., inventory, policy, supplies)           | G-4 Approve invoices for payment                                                   | G-5 Monitor special order deposits                                        |                                                                        |                                                                 |                                              |                                                    |                                                |  |  |
| <b>E</b> | <b>Manage Customer Relations</b>        | H-1 Troubleshoot daily issues                                           | H-2 Manage quote book                                                  | H-3 Maintain office equipment                                         | H-4 Maintain customer files                                                        | H-5 Participate in staff meetings                                         | H-6 Maintain references and contacts (e.g., supplier, vendor)          | H-7 Prepare expense reports                                     | H-8 Order office supplies                    |                                                    |                                                |  |  |
|          |                                         | I-1 Participate in internal training                                    | I-2 Participate in cross training                                      | I-3 Obtain professional certifications                                | I-4 Participate in manufacturer/vendor training                                    | I-5 Participate in industry events (e.g., conferences, trade shows)       | I-6 Review professional publications                                   | I-7 Network with industry representatives                       |                                              |                                                    |                                                |  |  |
| <b>F</b> | <b>Manage Human Resources</b>           |                                                                         |                                                                        |                                                                       |                                                                                    |                                                                           |                                                                        |                                                                 |                                              |                                                    |                                                |  |  |
|          |                                         |                                                                         |                                                                        |                                                                       |                                                                                    |                                                                           |                                                                        |                                                                 |                                              |                                                    |                                                |  |  |
| <b>G</b> | <b>Manage Financial Resources</b>       |                                                                         |                                                                        |                                                                       |                                                                                    |                                                                           |                                                                        |                                                                 |                                              |                                                    |                                                |  |  |
|          |                                         |                                                                         |                                                                        |                                                                       |                                                                                    |                                                                           |                                                                        |                                                                 |                                              |                                                    |                                                |  |  |
| <b>H</b> | <b>Perform Administrative Functions</b> |                                                                         |                                                                        |                                                                       |                                                                                    |                                                                           |                                                                        |                                                                 |                                              |                                                    |                                                |  |  |
|          |                                         |                                                                         |                                                                        |                                                                       |                                                                                    |                                                                           |                                                                        |                                                                 |                                              |                                                    |                                                |  |  |
| <b>I</b> | <b>Pursue Professional Development</b>  |                                                                         |                                                                        |                                                                       |                                                                                    |                                                                           |                                                                        |                                                                 |                                              |                                                    |                                                |  |  |
|          |                                         |                                                                         |                                                                        |                                                                       |                                                                                    |                                                                           |                                                                        |                                                                 |                                              |                                                    |                                                |  |  |

**Notes:**

1. The Parts Specialist is expected to achieve the competencies that are shaded.
2. New tasks are shown in *italics*.
3. Changes/additions to original tasks are also noted in *italics*.

**Acronyms**

PDI Pre-delivery Inspection  
MSDS Material Safety Data Sheet  
CSI Customer Satisfaction Index  
SA Service Advisors  
QC Quality Control  
WIP Work in Process  
P&L Profit & Loss  
RO Repair Order

SOP Special Order Part  
DOC Daily Operating Control  
RVIA Recreational Vehicle Industry Association  
RVDA Recreational Vehicle Dealers Association  
OSHA Occupational Safety & Health Administration  
PPE Personal Protective Equipment  
DMS Dealer Management Software

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