

**THE CONRAD COMPANIES**  
**Job Description**

**Job Title:** Call Center Sales Associate  
**Salary Level:**  
**Business Unit:** Conrad's Tire Service, Inc.  
**Department:** Sales  
**Location:** Call Center  
**Approved By:**  
**Approved Date:**  
**Reports To:** Call Center Manager

**CONTRIBUTION**

Provides superior customer service by accurately and effectively solving the customer's needs.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

**I. CUSTOMER SATISFACTION**

Willingly provides superior customer service levels that exceed normal customer expectations while saying within company policy guidelines.

Establishes a trusting relationship based on integrity and fairness with customers and shows a sincere concern for them.

Listens effectively to understand and then communicates in a business-like manner to both customers and employees.

Accurately answers questions both over the phone and at the branch.

Determines the customer's needs, problems, complaints, requests, questions, and deadlines in a business-like manner.

Presents a warm, friendly, knowledgeable and professional image to customers.

Builds a loyal customer base.

Directs the service department in the diagnosing of the customer's needs through the appropriate products and services.

Verifies with the service department that the appropriate services have been completed.

Sells tires, automotive accessories, service repairs and preventative maintenance to satisfy customer's needs.

Learns and maintains current product knowledge on all tires, service and other product lines that are represented, as well as, those of competitors.

Prepares accurate estimates and billings for customers.

Invoices customers using proper procedures for cash, charge, credit, employee, fleet and national accounts.

Knows, understands, and performs tire & lube technician duties.

## Tire Managers Role Responsibilities and Accountability

The Tire Manager is accountable for the overall sales growth, profitability and supervision of the TALB business segment.

### Financial Responsibility

TALB Sales through TALB elements of:

#### TALB Elements

- Tire Units
- Alignment units
- LOF units
- CAWB units – Cabin Filters, Air Filters, Wipers, Bulbs
- Promotions – Current promotions are displayed and offered to customers

### Customer Service Responsibility

- Saying Yes
- TALB Inspections and Presentations
- Mystery Shopper Scores 136 or higher
- CSI Scores 97.5% or higher
- Talb work order flow – organization and through put of TALB cars
- Product and Technology expertise – self development

### Employee Relations Responsibilities

- Hiring and maintaining proper staff levels of TALB employees – through the SL
- Training and coaching of TALB employees
  - In-house training
  - Outside training classes
- Counseling
- Reviews
- TALB TCS

### TALB Operational Responsibilities

- Scheduling of talb employees
- Maintain TALB equipment in working order
- TALB image inspection
- Cleanliness of TALB Bays and Warehouse area (organized inventory)
- Shop/Employees have the needed tools
- Tire shop supplies
  - Wheel weights – proper types and sizes
  - Flat repair supplies
  - Valve stems – proper types and sizes
  - Mounting lube
  - Bead sealer
  - Any other needed supplies

### Inventory Responsibilities

#### Tire Inventory

- Ensure right products and sizes are on the shelf with proper quantities
- Knows top ten movers in his/her location
- Review inventory quarterly for slow movers and adjust accordingly
- Inventory counts/Deck counts
- Transfers – minimize through proper mix
- Adjustments – looking for close to zero
- Price shopping competition – and aware of mail order pricing Tire Rack etc..

LOF Inventory and Alignment Inventory  
Proper mix of:  
Oil filters  
Cabin filters  
Air filters  
Drain plug assortments and washers  
Alignment shims/cam kits etc.  
Wipers  
Bulbs

## **II. MANAGEMENT ADMINISTRATIVE**

Establishes priorities on a daily basis among completing requirements to insure that products and services are delivered to customers as promised.

Analyzes, organizes and monitors daily activities together with the Service Advisor.

Demonstrates the ability to be decisive and to control use of time.

Demonstrates the ability to teach, train, and effectively develop trainees and service personnel in the appropriate procedures for their role.

Evaluates, encourages and disciplines employees together with the Service Manager in a fair and objective manner consistent with stated company policy and procedures.

Delegates authority by recognizing and utilizing the skills of others.

Handles customer complaints, employee conflicts and daily problems in an even-tempered, fair and consistent manner.

Learns and understands the performance screens and applies it fairly to daily operations and decisions in effort to increase productivity.

Reaches established monthly goals.

Learns and utilizes the computer system, software and transfer system.

Follows daily opening and closing procedures accurately.

Learn and maintain current product knowledge on all tires, service and other product lines that are represented as well as those of competitors.

Maintains accurate inventories for tires, parts and other product lines.

Demonstrates self-leadership, drive, motivation and goal achievement.

Displays discipline and a strong work ethic.

Demonstrates the ability and drive to seek out and utilize self-development opportunities.

Seeks out and prepares for training opportunities both internally through the company and externally on their own.

Knows, follows, applies and communicates all current and newly written policies to subordinates.

Reports to other locations to fill-in for the manager.

Reports to work on time and as scheduled within policy guidelines.

Responds accurately and on time to all administrative and paperwork duties and deadlines including training, time records, invoices, evaluations, deposits, etc.

**QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disability to perform the essential functions.

**EDUCATION and/or EXPERIENCE**

High school diploma; or six months to one year related experience and/or training; or equivalent combination of education and experience. Tire and Automotive, Sales and Customer Service, and Conrad's Total Car Care Branch Operations knowledge and skills.

**LANGUAGE SKILLS**

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

**MATHEMATICAL SKILLS**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions and percentages. Ability to apply concepts of basic algebra and geometry.

**REASONING ABILITY**

Ability to solve practical problems and deal with a variety of concrete variables in situations where limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job the employee is regularly required to work in a seated position, use hands and fingers to operate a computer keyboard, and telephone keypad, reach with hands and arms, and speak and listen, both over the phone and in person to customers and fellow employees, in order to perform the above listed duties. The employee is occasionally required to work standing up; walk; and stoop, kneel, crouch, or crawl.

The employee must occasionally lift and/or move up to 50 pounds.

Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts and fumes or airborne particles. The employee is frequently exposed to toxic or caustic chemicals and outside weather conditions. The employee is occasionally exposed to vibration.

The noise level in the work environment is usually moderate.

The employee regularly works extended hours and Saturdays. The employee is occasionally required to work Sundays and evenings. The employee regularly works an average of 50-55 hours per week, and frequently attends meetings after normal business hours.

Travel between locations is occasionally required.

**MISCELLANEOUS**

The employee is required to have an acceptable driving record, in line with the stated Company Policy, and they must have a valid driver's license in the state in which they are employed with the Conrad Companies.

The employee must comply with all aspects of Conrad's Drug Free Workplace Policy.