Career Path Opportunities

**Dealer Service Technician**
- **Product Support Sales**
  - Product Support Sales Representatives are responsible for profitable inside and/or field sales of parts, services and product support programs. They help customers understand how dealer provided parts, service, and maintenance plans can be more cost-effective. PSRs coordinate product support customer activity, including problem resolution with parts, service and other departments, to provide excellent customer service.
  - **Skills and Knowledge Needed**
    - Equipment technology, diagnostic & repair
    - Advanced math, computer science
    - Good customer communication skills
    - In-depth knowledge of construction equipment technology and applications
    - Ability to learn in-house parts and service information systems
    - Initiative and self-motivation
    - Good customer relationship abilities

**Service Management**
- Service Managers provide overall leadership, direction and support for the Service Department at a headquarters or branch location. They are responsible for planning, staffing, training, warranty claims, and efficient work flow. Procedures must ensure accurate quotations, correct problem diagnosis, high quality repair/maintenance work, minimal “re-do” work, customer follow-up and customer satisfaction and retention.
  - **Skills and Knowledge Needed**
    - Communication and problem solving
    - Ability to wear many hats, supervise, prioritize, manage details, and efficiently manage work flow
    - Prior background as a technician or a good knowledge of equipment technology
    - Staff motivation and productivity

**Parts Management**
- Parts Managers provide overall leadership, direction and support for a dealer Parts Department, at a headquarters or branch location. The position includes preparing the department’s annual plan/budget, forecasting, achieving financial goals and objectives, and hiring and training staff. Parts Managers must be able to establish good relationships with customers and vendors.
  - **Skills and Knowledge Needed**
    - Strong organization, communication, customer service and leadership skills
    - Must know entire parts line & inventory
    - Technical and application knowledge of the products and parts the company sells
    - Timely/efficient inventory management: sourcing, orders, delivery, replenishment
    - Purchasing/inventory computer systems

**Sales, Rental and Management**
- Sales or Rental Representatives and Managers develop excellent customer relationships, sell or rent equipment dealer products and services, and solve customer problems within assigned territories. Representing one or more product lines, they help customers understand how dealer products and services best meet their needs; and coordinate related issues with manufacturers and within the dealership.
  - **Skills and Knowledge Needed**
    - Knowledge/ability to manage: sales/rental, marketing, parts, service, & administrative
    - To lead, inspire and motivate staff to efficiently reach goals and objectives
    - Excellent customer relationship skills
    - Problem solving and inter-company relationships: HQ & other locations

**Branch Manager**
- Branch Managers are responsible for running dealer branch stores. A branch is self-sustaining and can sell, rent, and provide parts and service. Branches better serve customers through local relationships, better customer needs knowledge, and convenience. Duties include management of all operations, budgets, planning, company communications, and full profit/loss responsibility.
  - **Skills and Knowledge Needed**
    - Knowledge/ability to manage: sales/rental, marketing, parts, service, & administrative
    - To lead, inspire and motivate staff to efficiently reach goals and objectives
    - Excellent customer relationship skills
    - Problem solving and inter-company relationships: HQ & other locations

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**Education**
- College of Technology Degree Program 2 or 4 Year Degree
- A.A.S. or A.A.A.S. college degree in technology highly recommended
- Industry-specific courses in parts management are beneficial

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**Assistant Service Manager**
- **High School Graduate**
  - Take: Math, English, Sciences, Technology & Computer Courses
- **College Education**
  - AED Accredited or Manufacturer Sponsored Equipment Technology College Degree Programs Strongly Recommended
  - College Equipment Technology Degree Program 2 or 4 Year Degree
  - Hired: College Graduate Entry-Level Dealer Service Technician
  - Hired: Entry-Level Dealer Service Apprentice Doing Basic Service Tasks
  - Advanced On-The-Job and Factory Training at Dealer
  - Dealer Senior Shop or Field Technician Advanced Skills/Knowledge
  - Those with Equipment Technology College Degrees will likely attain this professional level 3-4 years sooner than those without

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**Assistant Branch Manager or Trainer**
- Branch Manager or Trainee
- Branch Manager
- Rental Trainees or Representative
- Rental Manager
- Sales Trainees or Representative
- Sales Manager
- Used Equipment Manager
- Parts Manager
- Product Support Sales or Trainee
- Product Support Manager
- Service Manager
- Training Manager

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