

# Equipment Dealer Service Technician Career Path

Equipment dealers are of varying sizes and structures— not all offer the full range of industry positions shown

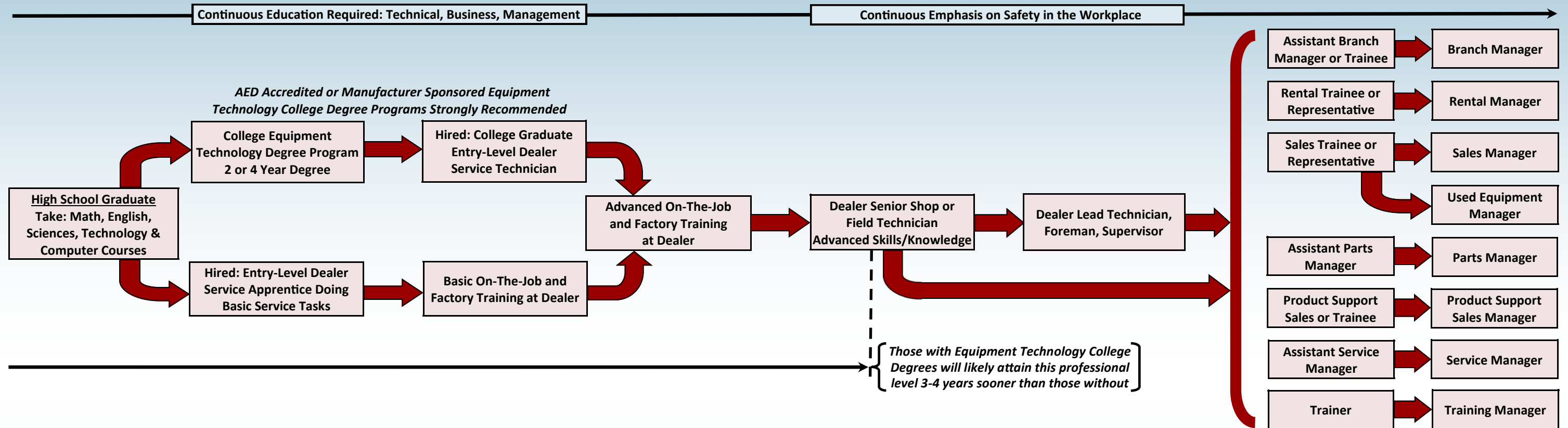
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## Career Path Opportunities

### Dealer Service Technician

Dealer Service Technicians repair and maintain equipment both in the shop and in the field. When equipment “goes down,” it is critical to get it back up and running quickly; downtime is costly. Technicians ensure that repairs are completed on time and according to manufacturer specifications. They are at the front line in customer relationships.

#### Skills and Knowledge Needed

- Equipment technology, diagnostic & repair
- Current technology—continuous education
- Good customer communication skills

#### Courses in High School— Diploma Required

- English, writing, communications, business
- Advanced math, computer science
- Technical courses in diesel engines, hydraulics, power trains, and electric/electronics

#### College Education

- A.S. or A.A.S. college degree in equipment technology highly recommended
- AED Accredited college programs and those sponsored by equipment manufacturers are among the best

### 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. PSSRs coordinate product support customer activity, including problem resolution with parts, service and other departments, to provide excellent customer service.

#### Skills and Knowledge Needed

- In-depth knowledge of construction equipment technology and applications
- Dealer’s equipment product lines
- Ability to learn in-house parts and service information systems
- Initiative and self-motivation
- Good customer relationship abilities

#### Education

- Business or related college degrees are increasingly preferred
- Industry-related education: sales, management, marketing and technology

### 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 “redo” 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

#### Education

- A.S. or A.A.S. college degree in equipment technology highly recommended
- Business courses/degree; industry-specific service management courses

### 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

#### Education

- Two-year college technical degree or business degree recommended
- Industry specific courses in parts management are beneficial

### 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

- Excellent customer relationships, problem solving, oral/written communication skills, and ability to negotiate effectively
- Ability to learn dealer product lines, technology and applications, and sales/rental related computer systems
- Self-motivation and goal-orientation

#### Education

- Business or related college degrees are increasingly preferred
- Industry-related education: sales, rental, management, marketing and technology

### 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, & admin
- Able 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

#### Education

- Associate’s or Bachelor’s degree in business or related area increasingly desired
- Additional coursework specifically related to dealer operations is valuable