

**Position:** Parts Sales: Telesales  
**Business Unit:** Ford  
**Location:** Pinetown  
**Reporting to:** Parts Manager



## Overview: Job purpose and deliverables

**NMI** is looking for a driven Parts Sales: Telesales Consultant to handle inbound and outbound calls, process orders, and grow customer relationships. If you have strong communication skills and a passion for sales, this role is for you.

**Purpose of the role:** The Core purpose of the role is to ensure a profitable parts department by selling parts and ensuring the availability of correct parts. To be successful in the role, you would have a passion for customer satisfaction and retention, be cognizant of the GP target, and have a drive for maximizing profit whilst achieving above-average customer satisfaction ratings.

### Key deliverables and outputs:

Reporting to the Parts Manager, you will be responsible for:

- Ensure knowledge of the manufacturer and NMI-DSM parts marketing plans, the range of products and services offered by the parts department, and parts pricing policies and plans
- Assist in the implementation of the marketing plans, use the database (MIS) correctly, and implement a relationship-selling plan
- Make telephone, written or face- to -face contact with the targeted customers at the appropriate time
- Deal with customers in a courteous, tactful, and professional manner

# Overview: Essential individual competencies to be successful in the job

## Academic qualifications:

- Matric Certificate
- Unendorsed driver's license
- Previous experience in a similar role

## Work Experience:

- 5 years in similar role
- Ford product knowledge

## Behavioural Attributes:

- Professional appearance, impact with customers:
- Willingness to work flexible hours/overtime
- Team player
- Willingness to comply with given standards, guidelines, procedures, and instructions)
- Helpful and supportive behavior in interpersonal interactions
- Pursue each part's sales opportunity promptly and efficiently, using the correct approach
- Establish the customers' needs for parts over the telephone
- Ensure the parts sales area is clean and tidy, in accordance with NMI retail and franchise standards
- Ensure all relevant information is collected to ensure the correct part is identified and quoted for
- Accurately enter the customer's order in the computer system
- Order non-stocked, or out-of-stock parts from the correct supplier

## Knowledge and Skills:

- Technical orientation and product knowledge
- Computer literacy
- Sales principles
- Written and spoken English
- Persuasive communication
- Attention to detail
- Professional telephone etiquette
- Fluent and confident communication
- Willingness to learn and keep up to date with developments



Level of Decision-Making	Level of Problem Solving
Decision making takes operational trends and business plan into account and generates multiple possibilities that involve trade-offs and juggling of multiple variables (budget, people, technology).	Problem solving requires specialist and/or highly technical ideas/concepts.

**APPLICATIONS MUST BE FORWARDED TO: ON, OR BEFORE: 01 March 2026**

Email: [Recruitment@nmi.co.za](mailto:Recruitment@nmi.co.za)

**Please Use Reference: Parts Sales: Telesales – Ford Pinetown**

Any internal employee who considers this opportunity must inform his/her manager prior to applying/attending an interview

Should you not receive a response in 10 days, please consider your application as unsuccessful as Selection will be done in terms of the company's Employment Equity Policy