

Position: Parts Counter Sales
Business Unit: Toyota
Location: Tygervalley
Reporting to: Parts Manager



Overview: Job purpose and deliverables

NMI is looking for a proactive Parts Counter Sales Consultant to assist customers, process orders, and provide excellent service at the counter. If you're customer-focused, detail-oriented, and passionate about parts sales, we'd love to hear from 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
- Pursue each part's sales opportunity promptly and efficiently, using the correct approach
- Establish the customer's needs for parts over the telephone
- Ensure the parts sales area is clean and tidy, in accordance with NMI 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
- Responsible for accurate control of stock & correct picking

Overview: Essential individual competencies to be successful in the job

Academic qualifications:

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

Work experience:

- o 1-year in a similar role
- o Willing to work flexible hours/overtime

Behavioural Attributes:

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

Knowledge and Skills:

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



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: 20 April 2026

Email: Recruitment@nmi.co.za

Please Use Reference: Parts Counter Sales – Toyota Tygervalley

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