



Parts Manager Advanced TRAINING PROGRAM

Your Gateway to the Automotive Industry.

BFPM206.01



MEET YOUR PARTS MANAGER TRAINER



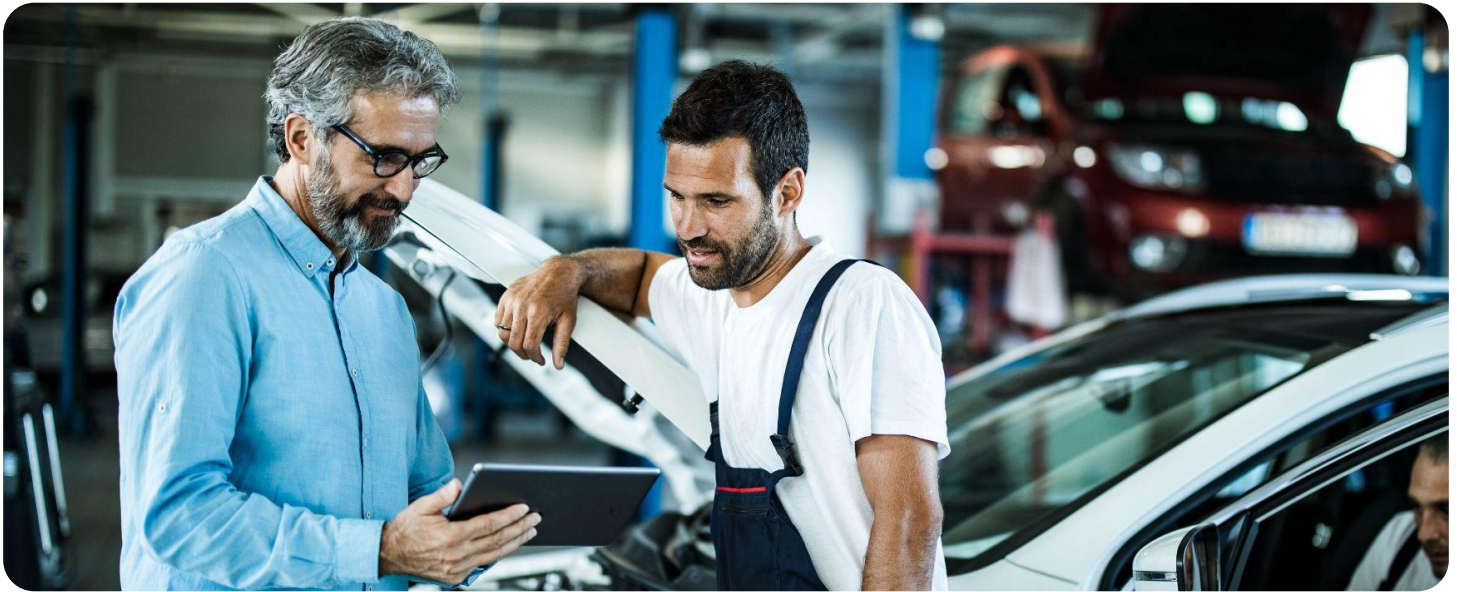
Kieran Stack's journey in the automotive sector began with his Automotive Engineering degree, leading him to various non-technical roles in dealerships across Ireland and Australia.

By 2019, Kieran advanced to an Aftersales Trainer position at BMW Group, a pivotal move that led to the establishment of his own training company in 2021. His expertise spans several high-end automotive brands, including JLR, Audi, Porsche, and Ferrari, culminating in the publication of "Service Advisor 101" in 2022. This book reflects Kieran's commitment to sharing his knowledge and experiences, significantly contributing to his professional growth.

Kieran's training programs, which cater to a global audience, both in-person and online, have made him a sought-after expert in the industry. His approach to Aftersales focuses on simplifying processes, systems, and strategies to enhance job satisfaction among aftersales staff.

Emphasising continuous learning, Kieran believes in mastering the intricacies of Aftersales by naming and taming challenges, advocating that "skills pay bills." His training promises to deliver valuable insights and practical knowledge, applicable across various levels of experience, ensuring immediate benefits to participants' roles.

INTRODUCTION



The Parts Manager Advance Training Program is designed and written by Kieran Stack. Kieran was an accomplished Parts and Service Manager and is now an Aftersales Trainer. The framework for this training is designed to take the Learner to the next level from the Parts Manager 101 Training Program. It promises to leave Parts Managers from every level of experience with the skills and mindset that they need to be effective in the role.

Learning Objectives



Develop an expert-level understanding of inventory control and warehouse logistics to maximize efficiency and accuracy in parts management.



Learn to transition from order-taking to proactive parts selling, enhancing customer engagement and increasing revenue through effective sales strategies.



Acquire advanced techniques for managing the business aspects of a parts department and utilizing Key Performance Indicators (KPIs) for strategic decision-making and performance improvement.

YOUR ROADMAP TO SUCCESS

Embark on a journey through six interactive and engaging eLearning modules designed to accelerate your understanding and performance within the automotive industry.

Learners should have successfully completed '**Parts Manager 101**' Training Program prior to commencing '**Parts Manager Advanced**'.





PARTS MANAGER 101

6 eLearning modules (BFPM105.01)

[Link to course guide](#)

Pre-requisites

Parts Manager Advanced

2.1	Stock & Warehouse Management – Part 1		30 mins	BFPM201
2.2	Stock & Warehouse Management – Part 2		20 mins	BFPM202
2.3	Evolving from Parts Order Takers to Parts Salespeople		20 mins	BFPM203
2.4	Dealing with Customer Conflict		20 mins	BFPM204
2.5	Emotional Intelligence		20 mins	BFPM205
2.6	Business Management & Key Performance Indicators (KPIs)		20 mins	BFPM206

Unlock your potential with Kieran Stack, a respected industry leader with a wealth of experience across many automotive brands. Learn practical, real-world strategies to accelerate your career in the automotive service industry, directly from an expert who's been in your shoes.

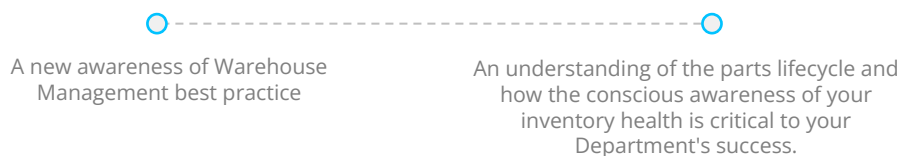
2.1 STOCK & WAREHOUSE MANAGEMENT - PART 1

Kieran's exposure to Parts Departments globally gives him an awareness of many of the common approaches to Warehouse Management.

This module discusses some of the warehouse management strategies that are used and how you may consider evolving/realigning yours.

From there, participants will be equipped with an awareness of the parts lifecycle and how the lifecycle drives many of your daily KPI's.

Outcomes:



eLearning



20 mins

Prerequisite:
none

Code: BFPM201

2.2 STOCK & WAREHOUSE MANAGEMENT - PART 2

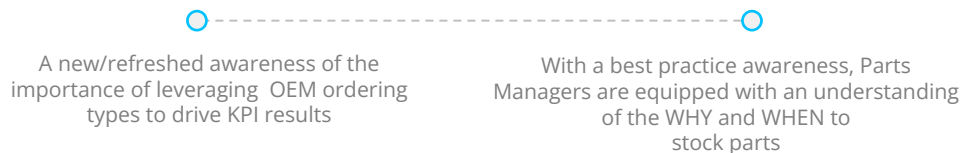
Part 2 of the Stock & Warehouse Management

In this module, Kieran continues to discuss overall Parts Department Management best practices.

The topics covered in this module are around the typical order types, what they generally mean and how to optimise and leverage them to drive results.

Kieran discusses the WHY and WHEN behind when you would consider ordering a part to hold in stock.

Outcomes:



eLearning



20 mins

Prerequisite:
BFPM201

Code: BFPM202

Level 1 Foundations

2.3 EVOLVING FROM PARTS ORDER TAKERS TO PARTS SALESPEOPLE

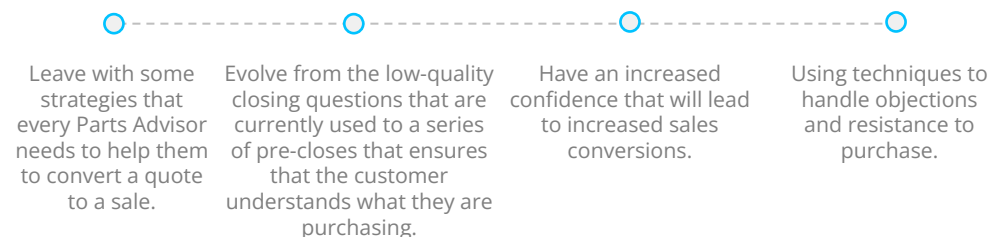
Contrary to some people's opinions, the Parts Advisor role is actually a sales role!

Surprise! And as Parts Manager, it's your job to guide, support and coach them.

In many ways, the Trade customer, the Service Advisor and the Sales Department sell a lot of your parts for you. But there is a significant opportunity to increase sales in these areas along with to your Retail customers.

Kieran takes participants on a journey of driving Parts sales and how to help your Team and customers to see the value in what we provide.

Outcomes:



eLearning



20 mins

Prerequisite:
BFPM202

Code: BFPM203

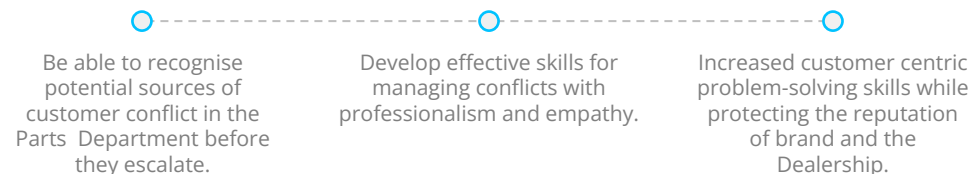
2.4 DEALING WITH CUSTOMER CONFLICT

This module is designed to equip Parts Managers with the skills and strategies needed to diffuse tense situations and resolve conflicts with professionalism and confidence.

The learnings from previous modules will be leveraged in this module through real-world examples of how to identify potential sources of customer conflict de-escalate volatile situations and find mutually satisfactory resolutions.

The techniques discussed incorporate empathy and problem-solving skills all while safeguarding the reputation of the brand and the Dealership.

Outcomes:



eLearning



20 mins

Prerequisite:
BFPM203

Code: BFPM204

Level 1 Foundations

2.5 EMOTIONAL INTELLIGENCE (EQ)

Understanding and developing emotional intelligence is a mindset and skills that will help every Parts Manager regardless of their level of experience.

The module is designed to cause participants to consider their current approaches to each of the pillars of EQ – Emotional Intelligence.

Participants will be equipped with an awareness of each of the pillars in order for them to expand their current level of EQ and evolve it to the next level through considerations presented by Kieran during this session.

Outcomes:

- Understand the concept of EQ and its significance to the Parts Manager role.
- Leverage the learnings to develop their personal level of EQ in order to increase resilience and overall performance.
- Be able to implement the learnings into their day-to-day interactions in the Parts Department leading to increased employee and customer satisfaction.



eLearning



20 mins

Prerequisite:
BFPM204

Code: BFPM205

2.6 BUSINESS MANAGEMENT & KEY PERFORMANCE INDICATORS

As the entire course comes to completion, an understanding of how everything that we do gets measured will be a useful endeavour.

This module is designed to simplify KPI's using real world examples to explain them.

Every part of what happens in the Parts Department and understanding how each step in the process impacts the next along with the final result is a useful thing to know.

Outcomes:

- Participants will be equipped with an awareness of the main KPI's that are used in the Parts Department and know how they are calculated.
- Be equipped with an awareness of what influences the measurements of success.
- A firm understanding of the KPI's will allow participants to recognise the drivers behind each KPI and how they can impact results.



eLearning



20 mins

Prerequisite:
BFPM205

Code: BFPM206

EMPOWERING YOUR JOURNEY IN THE AUTOMOTIVE INDUSTRY



Expertly Designed Content:

Crafted by industry experts to provide you with the knowledge and skills needed to excel in the automotive industry.



Flexible Learning:

Access our eLearning modules anytime, anywhere, at your own pace.



Interactive and Engaging:

Our modules are designed to be both informative and engaging, ensuring an enjoyable learning experience.



Continuously Updated:

This training program is constantly updated as the industry changes, ensuring your Learners are kept up to date with industry trends.



**Measurably faster
at onboarding and
upskilling your
Learners.**

Join us in this comprehensive training program and set the foundation for a successful career in the automotive industry. Whether you are leading the Service Department, are a seasoned professional, or new to the Service Advisor role, this program is your first step towards understanding the bigger picture and excelling in your role.



The Automotive INDUSTRY'S FAVOURITE LEARNING MANAGEMENT SYSTEM.

Revolutionise the way you train and retain skilled staff!

Our cutting-edge approach is user-centric, data-driven, and intuitive. We understand the importance of your team members, as they are the face of your brand. That's why we empower them to become the best versions of themselves. With TRAK, you'll take your Learners to the next level and elevate your brand like never before!

traklms.com

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