

PARTS ADVISOR ATA - GUIDELINES

1. Introduction

ATA is governed by the Institute of the Motor Industry (IMI) in line with ATA requirements.

Under this scheme, any Parts Advisor will be able to gain accredited status (at different levels) by successfully completing a series of practical assessments and knowledge tests.

Successful Parts Advisors will be issued with a photo ID card, valid for five years, and entered onto the ATA Register.

Organisations wishing to offer ATA assessments must be approved by a regulated awarding body recognised by the IMI to carry out such approvals (see section 6).

2. Parts Advisor ATA Assessment Guidelines

Assessments must be undertaken off the job within an approved assessment centre. Each assessment must be carried out by occupationally competent and qualified assessors. Centres must also ensure that an internal verification process is in place for all ATA activities.

Note: All ATA assessors and verifiers must be approved by the awarding body in advance of carrying out assessments/verification.

An assessor ratio of three candidates to one assessor must be maintained. A minimum ratio of one assessor to one candidate is required for any role play assessments. An actor will also be needed during the role play assessment. A workshop technician (to assist in setting the tasks) will also be needed during the assessment process. It is important that the assessors ensure that candidates comply with health and safety guidelines throughout.

To ensure currency of assessments, no more than twelve months may elapse between the first assessment and the last successful assessment.

Prior to assessment, the approved centre must ensure that the candidate:

- has been registered to take the assessments
- is eligible to take the assessments (see section below)
- has signed the ATA Code of Conduct.

5. Assessment Details

To attain each level of accreditation, candidates will have to pass practical assessments and on-line knowledge test(s).

The practical assessments, comprising Parts Advisors instructions, work station requirements, marking schedules and associated paperwork can be obtained by contacting the recognised awarding body. These documents are accessible to approved centres only.

The Under Pinning Knowledge assessment, to allow flexibility the online knowledge test can be taken before, during or after the assessment day. If all other assessments have not been completed within 12 months, the candidate will need to complete the UPK test again. The on-line test will be multiple choice and consist of randomised questions.

It is recommended that a maximum of seven Parts Advisors be assessed during any one period.

Parts Advisor

To become an accredited parts advisor, candidates must pass five practical assessments and an on-line knowledge test.

- **Parts advisor - practical assessments:**

PA 01- 01: Communications

- skills and ability to communicate effectively
- approachability and use of clear non-technical language
- ability to gather preliminary information and data on the vehicle and parts required;
- an understanding of the scope and detail of manufacturers parts warranties;
- adopting the correct approach when dealing with customer issues;
- appropriate responses to customers objections
- identify the customer's additional requirements

PA 02- 01: Sales and Marketing

- skills and ability to identify customer's requirements
- recognise opportunities for selling associated components
- knowledge of legislation to assist in selling associated components
- basic knowledge of vehicle components and their interaction with one another

PA 03- 01: Vehicle Identification/ Selecting Components

- select the information required to identify the vehicle

- ability to obtain further information when necessary to enable correct parts selection
- skills in selecting components correctly from parts catalogues
- ability to cross reference part numbers against alternative manufacturers parts lists
- aware of possible up selling opportunities

PA 04- 01: Returned Items

- identify parts that have been incorrectly fitted
- identify parts that have been subjected to normal wear and tear
- identify parts that are subject to a manufacturing defect
- identify packages with incorrect parts
- identify boxes requiring resealing
- skills and ability to calculate the amount of money owed to customers from the return of unwanted items
- skills and ability to calculate the amount of money owed to customers from the return of items subject to a surcharge
- calculate VAT on goods (where applicable) and know how to deduct this from invoices

PA 05- 01: Picking parts

- identify the parts to pick
- recognise parts that have been located in the wrong place
- recognise parts that have been boxed incorrectly
- identify when to select multiple or single items
- use a simple parts P.C. program to locate required parts
- pick the parts identified
- return unused parts to the correct location
- aware of current working practices and legislation

- **Parts Advisor – underpinning knowledge test:**

Parts advisor – 30 questions / 45minutes

Total time for UPK = 60 minutes

The theory test includes the following areas to ensure that the candidates has the underpinning knowledge of parts operations .

- House keeping
- Health and Safety
- Legislation
- Maintaining positive working relationships
- Identifying the vehicle
- Customers
- Vehicle identification

- Selecting the correct component/s
- Parts selection
- Payment and returns
- Warranty of parts
- Sales and Marketing
- ICT
- Stock levels
- Organisational awareness

Senior Parts Advisor

To become an accredited Senior Parts Advisor, candidates must pass a number of practical assessments and an on-line knowledge test.

SPA 01- 01: Communications

- skills and ability to communicate effectively with customers
- skills and ability to communicate effectively with staff
- ability to deal with customers and their requirements
- co-ordinate team members to meet organisational requirements
- meet customer expectations;
- appropriate responses to customers objections
- negotiation skills
- minimise the chance of losing sales
- identify opportunities to increase sales

SPA 02- 01: Sales and Marketing

- awareness of sales opportunities
- recognise opportunities for selling associated components
- ability to produce an outline marketing campaign including:
 - o product
 - o pricing
 - o placing
 - o promotion
- calculate appropriate prices using 'mark up' and 'margin'

SPA 03- 01: Stock Control

- knowledge on the principles of stock taking
- co-ordinate stock control activities
- correctly recognise parts that have been located in the wrong place
- determine when stock levels are incorrect
- identify items that are fast moving and require re-ordering more frequently
- correctly identify when parts are slow moving/obsolete and those which require disposal
- identify the correct positioning of stock

SPA 04- 01: Business awareness

- business awareness of an organisation
- demonstrate clear communication
- aware of the aims and objectives of an organisation including customer focus (trade and retail)
- Structure of the organisation
- Roles and responsibilities of those people within an organisation
- Knowledge of Key Performance Indicators (KPI) within an organisation

SPA 05- 01: In-Tray

- Identify how you would deal with events within an organisation
- Ability to sort through an 'in-tray' and rate the items in order of importance, High, Medium, Low
- What actions you would take to deal with various situations

• **Senior Parts Advisor – underpinning knowledge test:**

Parts advisor – 30 questions / 45minutes

Total time for UPK = 60 minutes

The theory test includes the following areas to ensure that the candidates has the underpinning knowledge of parts operations.

- House keeping
- Health and Safety
- Legislation
- Maintaining positive working relationships
- Identifying the vehicle
- Customers
- Vehicle identification
- Selecting the correct component/s
- Parts selection
- Payment and returns
- Warranty of parts
- Sales and Marketing
- ICT
- Stock levels
- Organisational awareness

6. Centre Approval

To become an approved centre to offer this ATA route contact:

IMI Awards Ltd
Fanshaws
Brickendon
Hertford
SG13 8PQ

Tel: 01992 511521

Email: ianc@imiawards.org.uk