

Quiz: The Role of a PCR

1. A customer calls your dealership because they need a hydraulic hose for their excavator. Why does this first interaction at the parts counter matter so much? /1
 - Because the parts counter handles all customer billing
 - Because the customer's experience at the parts counter can shape their perception of the entire dealership**
 - Because the parts counter manages the service department's schedule
 - Because parts orders generate the most revenue per customer call
2. What does a knowledgeable parts counter representative offer that an online ordering system cannot? /1
 - Lower prices on every part
 - Faster shipping than any other supplier
 - Verification of the right part for the customer's specific machine and the ability to flag related items the customer may need**
 - Free returns on all orders
3. True or False: A Parts Counter Representative's value and purpose are the same thing. /1
 - True
 - False**