

# Retail Sales and Service – 1 Sitting

## Assessment Fact Sheet

### Overview

The Retail Sales and Service solution is for entry-level retail positions in which employees are expected to generate sales while providing exceptional customer service. Sample tasks for these jobs include, but are not limited to: greeting each customer with warmth and eagerness, keeping up-to-date on current promotions and advertisements, possessing knowledge about the company's products and services and being able to communicate this information to customers, and participate in various activities that help to support the operation of a store. Potential job titles that use this solution are: Sales Representative, Retail Sales Associate, and Sales Clerk.

Job Level	Entry Level
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Job Family/Title	Retail Suite
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### Details

Average Testing Time (minutes)	30 minutes
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Maximum Number of Questions	108 questions (88 on average)
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Number of Sitzings	One
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Designed for Unproctored Environment	Yes
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Question Format	Animation, Multiple choice, Forced choice - adaptive
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### Knowledge, Skills, Abilities and Competencies Measured

**Achievement:** This component measures the tendency to set and accomplish challenging goals, while persisting in the face of significant obstacles. This trait is characterized by: working hard; taking satisfaction and pride in producing high-quality work; and being competitive.

**Confidence and Optimism:** This component measures the tendency to have belief in one's own ability to get the job done. This trait supports optimism in the face of rejection and a feeling of being successful and competent in a variety of areas.

**Conscientiousness:** This component measures the tendency to exhibit personal responsibility, follow rules and guidelines, and complete work thoroughly and precisely. This trait is characterized by trustworthiness, fulfilling commitments, dedication to the completion of all work tasks completely and accurately, and organization.

**Influence:** This component measures the tendency of a person's effectiveness in directing and influencing others. This trait is characterized by: persuading and negotiating effectively with others; influencing others' decision-making; and coordinating others' efforts to accomplish work.

**Retail Sales and Service Effectiveness:** This measures the extent to which the candidate uses effective customer service techniques while focusing on maximizing sales. This is characterized by: putting customers at ease, asking the right questions to identify customers' wants and needs, making appropriate product recommendations that match customer requirements, and finding opportunities to maximize sales.

**Service Professionalism:** This component measures the tendency to have potential for success across industry type and functional area. This is characterized by scores that are derived from responses to questions regarding academic and social background, and aspirations concerning work.

## Example Questions

**Step 1: Scenario**

Your store carries a number of brands of cellular phones, two of which are Access Wireless and Loquacity. Your store does not carry a line called Sonic, because it is a competitor's brand.

Watch the following video and choose the most and least effective course of action from the options below.

**Step 2: Choose**

	Most Effective	Least Effective
Do not mention that it is a competitor's brand. Simply state that you do not carry that brand, but you have other phones that you can show the customer if he is interested.	<input type="radio"/>	<input type="radio"/>
Mention that Sonic is a brand from another wireless carrier, so that is why your store does not carry that brand. Ask if he would like you to find the nearest store that carries that brand.	<input type="radio"/>	<input type="radio"/>
Tell the customer the competitor that carries the Sonic phone, but direct him to back to the phones that your store carries.	<input type="radio"/>	<input type="radio"/>
Ask the customer what he is looking for in a phone. Tell him that although you don't carry Sonic products, you have some other recommendations based on what you do carry, if he is interested in hearing about them.	<input type="radio"/>	<input type="radio"/>

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A good salesperson:

- a)  can convince customers to spend more than they originally planned.
- b)  is able to build a strong base of repeat customers.
- c)  always meets his/her sales quota.
- d)  shows up for work on time.

Losing a customer is:

- a)  not a big deal because the organization can always get new customers.
- b)  unfortunate, but something that is bound to happen occasionally.
- c)  probably due to the customer getting better service somewhere else.
- d)  evidence that we did not do all we could to serve that customer.

**Choose which of the two statements below is more true of you.**

- a.)  I think I have some shortcomings that affect my work.
- b.)  Achieving personal success is very motivating for me.

## Example Reports

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**Detailed Report: Retail Sales and Service Short Form**

Recruiter Interview Development

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**Applicant Information**

Name: Sample Report  
 Application Date: Fri Aug 20 11:43:00 EDT 2010  
 Applicant ID: 3155  
 Session ID: 33072765211235  
 Library: Selection

This report is confidential and its contents are intended to assist in the prediction of an applicant's work behavior. If you would like more information about this interpretive report or other products that PreVisor offers, please contact your account representative.

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**Overall Score**

**Not Recommended X**

	Low	Medium	High
Percentile	30	70	100
Overall	20		

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**Detailed Results**

	Low	Medium	High
Percentile	30	70	100
Retail Sales and Service	98		
Conscientiousness	20		
Achievement	7		
Confidence and Optimism	100		
Influence	52		
Service Professionalism	1		

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**Score Interpretation**

**Retail Sales and Service**

This measures the extent to which the candidate uses effective customer service techniques while focusing on maximizing sales. This is characterized by: putting customers at ease, asking the right questions to identify customers' wants and needs, making appropriate product recommendations that match customer requirements, and finding opportunities to maximize sales.

The candidate is likely to seize opportunities to provide effective customer service and maximize sales opportunities. He/she is likely to enjoy selling products and services, keep abreast of current sales and promotions, know how to match a product or service to customers' wants and desires, and be persuasive in getting customers to buy more than they planned. He/she is likely to show tact and poise and treat each customer with respect, including during busier times or when interacting with more challenging customers.

**Conscientiousness**

This component measures the tendency to exhibit personal responsibility, follow rules and guidelines, and complete work thoroughly and precisely. This trait is characterized by trustworthiness, fulfilling commitments, dedication to the completion of all work tasks completely and accurately, and organization.

This candidate is likely to avoid mundane tasks, have problems completing work tasks, and favor personal desires over following rules. The candidate likely lacks attention to detail, cannot be relied upon to complete tasks, and is often disorganized. A lack of concern for rules may make the candidate unsuitable for projects dealing with sensitive information.

**Achievement**

This component measures the tendency to set and accomplish challenging goals, while persisting in the face of significant obstacles. This trait is characterized by: working hard; taking satisfaction and pride in producing high-quality work; and being competitive.

The candidate is likely to avoid challenging goals and projects, preferring to work only as hard as is necessary to complete tasks. The candidate may display little initiative and will tend to give up easily when confronted with obstacles. The candidate is unlikely to be motivated by peer competition or ambitious deadlines, and may appear to lack an appropriate degree of urgency in approaching his/her work.

**Confidence and Optimism**

This component measures the tendency to have belief in one's own ability to get the job done. This trait supports optimism in the face of rejection and a feeling of being successful and competent in a variety of areas.

This candidate is likely to hold a positive and enthusiastic outlook. The candidate will likely appear very self-assured in his/her approach to work and people, confidently asserting his/her opinion when needed. The candidate will easily overcome challenges and will maintain confidence in his/her own abilities, even in the face of criticism and rejection.

**Influence**

This component measures the tendency of a person's effectiveness in directing and influencing others. This trait is characterized by: persuading and negotiating effectively with others; influencing others' decision-making; and coordinating others' efforts to accomplish work.

This candidate may reluctantly direct others in situations where leadership is required. However, the candidate will be uncomfortable in this role and will hesitate to guide others' opinions and to direct their efforts. The candidate may sometimes enjoy being the focus of attention among his/her peers, but will typically defer to others seeking the leadership role. The candidate will show an average level of confidence in making decisions and influencing others.

**Service Professionalism**

This component measures the tendency to have potential for success across industry type and functional area. This is characterized by scores that are derived from responses to questions regarding academic and social background, and aspirations concerning work.

This candidate's response profile concerning past achievements, social orientation, and work orientation is not similar to the profiles of highly effective employees. The poor match between the profiles suggests that the candidate is not likely to be successful in this position.

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