

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 upto-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 |
|---------|--------------------------------------|--|
| | Job Family/Title | Retail Suite |
| | | |
| Details | Average Testing Time (minutes) | 30 minutes |
| | Maximum Number of Questions | 108 questions (88 on average) |
| | Number of Sittings | One |
| | Designed for Unproctored Environment | Yes |
| | Question Format | Animation, Multiple choice, Forced choice - adaptive |

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.

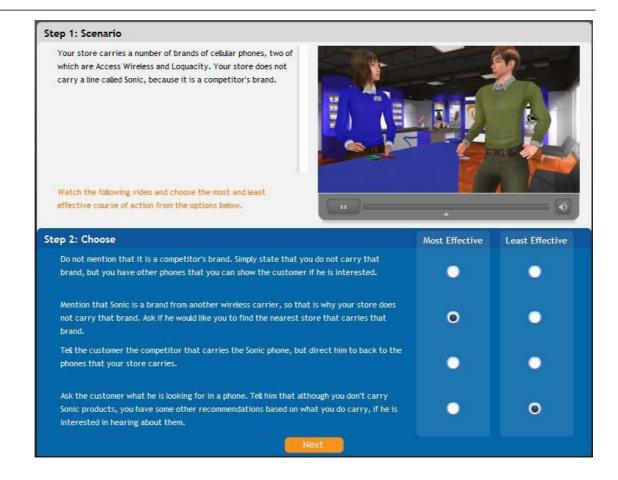
Influence: This component measures the tendency of a person's effectiveness in directing and influencing others. This trait is characterized by: persuading and negotiating effectively with others; influencing others' decision-making; and coordinating others' efforts to accomplish work.



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







A good salesperson:

- a) 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) on unfortunate, but something that is bound to happen occasionally.
- c) probably due to the customer getting better service somewhere else.
- 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.) O I think I have some shortcomings that affect my work.
- b.) Achieving personal success is very motivating for me.



Example Reports

