



Prevue Hiring Account

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John Sample
Retail-Fit

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Personality Fit



John Sample's assessment shows a **good match** with the personality requirements for a **Retail Team Member**. An interview is recommended for this candidate.

About This Report

This report provides an overview of John's personality profile and an interview guide to compare John to an effective Retail Team Member. For details on the assessment completed by this candidate and how best to use this report, please visit <http://prevue.online/retail-how>.

Candidate Overview

Often considerate and sensitive to others' feelings, John Sample will create good relationships with customers and the rest of the sales team. John usually shares credit and supports teamwork, but may lack confidence to resolve issues for dissatisfied customers.

Tidy, capable, and attentive to details, John Sample will often provide dependable customer service. John carefully follows company policy and likes clear guidelines. This candidate probably prefers to plan for change rather than to create fast, new responses to sudden demands.

Sometimes the center of attention, this candidate more often pays quiet attention to what others are saying. John will usually be at ease when approaching and interacting with customers. John enjoys being with people, but is also well equipped for solitary tasks such as stock-taking or completing paperwork.

In most situations, John Sample is rational and calm. This candidate will usually shrug off rejection and continue working. John copes well with moderate stress and can deal with people openly and objectively. However, if assigned to demanding, high-pressure projects, this candidate may become anxious when tension is prolonged.

This guide outlines the candidate's challenges and strengths, with two questions to explore each challenge and one question to confirm strengths. John Sample does not match the preferred profile for the Retail Team Member position in one area (challenges) but does match the profile in three other areas (strengths). See <http://prevue.online/retail-how> for more information on the effective use of this guide.

Candidate's Challenges

Sales Drive

includes willingness to compromise self-interest as well as competitive instincts and assertiveness. More boldness than tact is necessary for this position. The candidate is more tactful than required.

Question

Your manager and other consultants are unavailable. A customer, who regularly buys high end merchandise, comes onto the floor and begins complaining loudly about a recent purchase. What do you do?

Ideal Response

Greet customer; offer assistance in a low voice. Guide customer to a quiet corner. Listen to complaint. If issue cannot be fixed at once, exchange contact data; promise to resolve problem ASAP. Emphasize that we value the customer and want to regain their trust. If appropriate, draw attention to merchandise that the customer might like.

Notes

Question

When a customer is interested but cannot decide on a purchase, how do you close the sale?

Ideal Response

Suggest exploring the item more fully and how customer would use it. Ask if currently-owned items would work with the purchase. Figure out what this person likes best about the item and stress the item's quality, durability, ease of use, price point, or whatever seems most attractive.

Notes

section score 1 2 3 4 5

Candidate's Strengths

Sales Planning

requires conscientiousness and spontaneity. Conscientiousness means doing tasks methodically and predictably, adhering to company policy. Spontaneity involves less planning, more speed, and some creativity. This position requires slightly more carefulness than creativity. The candidate meets this requirement.

Question

When you know the best choice for a particular customer, how do you steer the customer to that item?

Ideal Response

I present the logical reasons why the item is best for the customer. I'm thorough about listing the practical details that make the purchase right for this particular customer. However, if the customer isn't interested in common-sense features, I try to find some other way to close the sale.

Notes

section score (1) (2) (3) (4) (5)

Candidate's Strengths

Interaction

with customers and staff can require a quiet, somewhat reclusive individual or a sociable, talkative, outgoing person. An extrovert with a lively disposition would be most effective in this position. The candidate meets this requirement.

Question

For many people, shopping is entertainment. How do you make the fun happen for customers?

Ideal Response

I'm good at engaging people and I can hold their attention. I'm enthusiastic and I try to get customers excited about whatever they want to buy. If it helps to make a sale, I'm not shy about acting out how to use a product or the advantages of a particular brand.

Notes

section score (1) (2) (3) (4) (5)

Candidate's Strengths

Stress Tolerance

describes reacting to changes in work conditions, unexpected events, and new people. Successful performance in this position requires some sensitivity while staying calm and controlled in changing situations. The candidate meets the requirement.

Question

Dealing with the public is both rewarding and frustrating. Some customers love you; others insult you; and a busy sale brings conflicting demands for time and attention. Also, you might have to fill in when other employees are away. How do you cope with that kind of stress?

Ideal Response

I take a deep breath and just do my best. I usually bounce back from criticism and I try not to take it personally if someone is letting off steam at my expense. I make an effort to stay calm and I can handle extra work for a short time.

Notes

section score ① ② ③ ④ ⑤