

Job Position: _____

There are many elements that affect job performance. Each of these must be considered when making a hiring decision. The following format will help you to evaluate each candidate on an effective range of criteria.

Rate the Candidate on each of these elements by placing a checkmark in the appropriate box. Then complete the simple calculations to generate a Relative Composite Rating for the Candidate.

	nothing like job requires	less than job requires	adequate for what job requires	more than job requires	far more than job requires
First Interview Rating					
First Impression	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grooming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to express ideas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attitude	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skills, Knowledge & Experience Rating					
Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experience in this job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FirstView Assessment Rating					
Report Information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FirstView Interview Questions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Count # of check marks in each column and bring down the total	<input type="checkbox"/> <u>x1</u>	<input type="checkbox"/> <u>x2</u>	<input type="checkbox"/> <u>x3</u>	<input type="checkbox"/> <u>x4</u>	<input type="checkbox"/> <u>x5</u>
Multiply by the # given and bring down the total	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

RELATIVE COMPOSITE RATING-ADD THE SCORES ABOVE AND PUT THE TOTAL HERE

COMPARE THIS SCORE TO ALL CANDIDATES

Retail Sales Report

RON K RON K

10/25/2002

They learn very quickly. They should acquire the necessary skills and knowledge for the job of retail sales associate through any well organized training program. This ability also enables them to quickly recognize how to solve problems for their customers. They will usually learn the stock in a short time, and will have little difficulty with product knowledge updates. This also helps them deal with specific customer needs in specialized areas.

Because they learn quickly, they expect the same speed of understanding from others. It is important that they take the time to explain their thinking to customers. This enables the customers to understand their ideas and appreciate the value. Many of the tasks of a retail sales associate are fairly routine. They will easily become bored with those parts of the job, and it will be necessary for them to provide some type of intellectual stimulation outside of the business to meet their needs.

Once they have learned the appropriate procedures and standards, they will generally follow them consistently, unless there is a good reason to make an exception. This a good balance for dealing with customer complaints. They handle most changes well, as long as they are reasonable and are explained sufficiently.

They will be quick to greet customers. They enjoy interaction with people, and generally create an atmosphere of friendliness in the store. They enjoy talking and can easily be drawn into conversation with customers.

It is important that they recognize when it is necessary to allow the customer to talk, and also when to cut conversations short in order to serve other customers. It is very important that they control their socializing with fellow employees when customers are in the store. The periods with little traffic will be most difficult for them. They should plan to do restocking, floor changes, or other tasks during those times.

They have a wonderfully balanced attitude for the position of retail sales associate. They are comfortable following good management instructions. They are also comfortable with a moderate degree of sales assertiveness. They offer direct opinions, but they are generally made in a tactful manner. Once they have acquired enough experience and training, customers will usually find them to be easy to work with and at the same time, knowledgeable. They can deal with most customer situations except for those that are hostile or extremely confrontational.

They are always looking for ways to satisfy the customers while at the same time, making money for the store. In their world, everyone must win for it to be a good deal. This is ideal for retail sales. They usually work easily with other employees, sharing the work and the credit for accomplishments.

They are emotionally tough and can weather the stress of retail easily. They handle criticism well, tending to be generally optimistic and expecting the best of people.

At times they can be blindsided by other people's behavior. Their calm appearance, even under stress, can sometimes lead customers to believe that they do not see the importance of their problem. It is important that they learn to communicate their sense of urgency to others. They seldom question other people's motives and they may make unfounded assumptions at times. It is important to have effective procedures in place to prevent this from being a problem with returns or security.

They enjoy working with details and handle jobs such as price changes and inventory easily. They are normally quite punctual and manage time effectively.

They may find a customer requiring either service or a question answered to be an interruption rather than a normal part of the job. The spontaneous nature of retail business can seem chaotic to them. They work best in a situation where planning is possible and schedules are in place.

Retail Sales Report

RON K RON K

10/25/2002

They have answered the questions frankly and directly.

Retail Sales Interview Questions

RON K RON K

25-Oct-2002

COGNITIVE:

Select the questions from this area that you feel are important to job performance:

1. People who learn very quickly tend to communicate very quickly also. Give me an example of how you have adapted your speed of communication to better communicate with someone else.
2. Once the challenge of learning a new job is past, the day-to-day routine can become boring to someone who learns quickly. Give me an example of what you have done in previous positions to challenge your abilities.
3. Give me an example from your experience in which you have used your ability to think quickly to your advantage.
4. Give me an example from your experience in which your ability to think quickly has been a problem.
5. Give me an example of how you make certain that other people understand your ideas.
6. Give me an example of strategic issues that you have dealt with in the past. Give me an example of tactical issues that you have dealt with in the past. Is strategic thinking or tactical thinking your strength?

RULES:

Select the questions from this area that you feel are important to job performance:

1. Give me an example of how you have used consistency and routine to achieve one of your goals.
2. Give me an example of a situation in which you have used “out of the box thinking” to make a sale.
3. Success in selling often means finding a way of selling that works and sticking to it. Tell me how you have used that principle in your career.
4. Tell me about how you have dealt with a significant change in what you were selling or how it was sold.

EXTROVERSION:

Select the questions from this area that you feel are important to job performance:

1. How can you tell when you are really listening to what the customer is saying?
2. What have been your most productive sales techniques?
3. Give me an example of how you have evaluated the risks of a specific situation in the past.
4. Tell me how you make your time alone productive.

Retail Sales Interview Questions

RON K RON K

25-Oct-2002

ASSERTIVENESS:

Select the questions from this area that you feel are important to job performance:

1. Give me an example of a situation in which you have had to follow instructions to succeed.
2. Give me an example of how you have controlled the sales process successfully with a difficult customer.
3. How do you know when to let the customer explore merchandise without assistance versus when to know to approach them for assistance?
4. Give me an example of when you have pushed too hard for a sale. What happened?

TEAM:

Select the questions from this area that you feel are important to job performance:

1. Give me an example of a sales contest that you found extremely motivational.
2. Are you stronger at opening up new accounts or at developing the business in existing accounts? Give me an example of how you have done that in the past.
3. Give me an example of how you have used the talents of other people to increase your own sales.
4. Give me an example of when you have had to juggle the needs of more than one customer at a time. How did you do it?

SENSITIVITY:

Select the questions from this area that you feel are important to job performance:

1. Tell me what questions you feel are essential to ask at the start of any customer interaction.
2. Show me how you make certain that you ask all of the necessary questions.
3. Tell me how you communicate your sense of urgency.

ORGANIZATION:

Select the questions from this area that you feel are important to job performance:

1. Give me an example of how you have adjusted to unplanned events in your schedule.
2. Give me an example of how you have used spontaneity to your advantage.
3. Tell me how your attention to details has helped you to grow store sales.
4. Show me how you build flexibility into your planning.