

Date: Jul 13, 2008



Name: Tom Tester  
ID: 295689



## Retail Sales Summary

### General Reasoning (Cognitive)

Slower Processing  
Accepts Simple & Repetitive Work



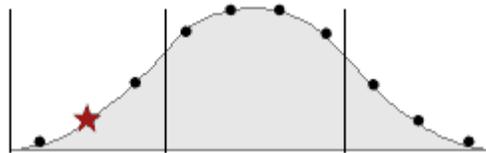
Faster Processing  
Needs Intellectual Challenge

- Tom learns new information very quickly
- Better suited for Retail sales situations that require a complex solution rather than those that require a simple approach
- Tom may be seen as arrogant by others
- Can easily become bored if the product or service does not require continual learning and complex problem solving

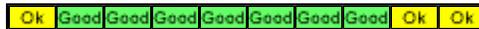
**Question:** Describe a period when you found your work frustrating because you had to deal with customers who asked questions about things that had obvious answers. How did you deal with this?

### Conscientious (Organization)

Carefree  
Impulsive



Detail Oriented  
Dependable



- Easy going nature may cause Tom to overlook details
- Tom is typically better at dealing with interruptions which can be beneficial in many retail environments
- Better suited to retail situations that call for reaction and handling situations as they arise
- Important to have processes that automatically ensure that Tom fills out forms or computer screens in order to capture critical details

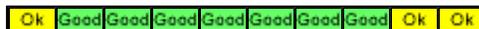
**Question:** Give me an example of a time when you forgot to handle some details with an order and it caused a problem. What did you do?

### Tough Minded

Cooperative  
Agreeable



Direct  
Determined



- Customers may view Tom as pushy at times due to Tom's direct and assertive nature
- Tends to be tough minded and will typically be comfortable up selling customers and closing

new sales

- Given the preference to be in control, Tom may not take direction well

**Question:** Describe a time when you were too abrupt with a customer because you had become impatient. What happened?

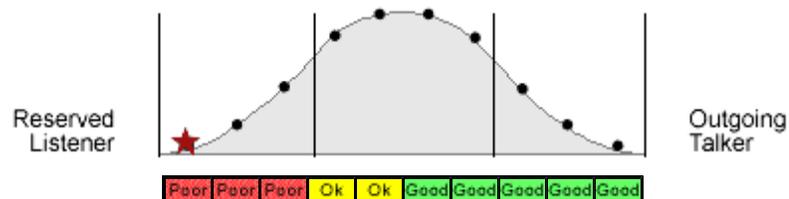
## Conventional (Rules)



- Prefers a retail environment that is structured and predictable
- Tom tends to be consistent and follow the procedures closely
- Difficulty working in a retail environment where there is constant change and flexibility

**Question:** Tell me a time when you became frustrated because you were expected to handle requests that you had not been trained on and didn't know the procedures. What did you do?

## Extroversion



- Tends to be reserved and quiet
- May not be quick to greet customers with a friendly manner
- Doesn't typically mind working alone for long periods of time
- Better suited to a retail environment with less traffic and where a more reserved approach to the customer is more suitable and expected

**Question:** Tell me about a time when you were really energized by your work. What were you doing and how many people did you typically deal with every day?

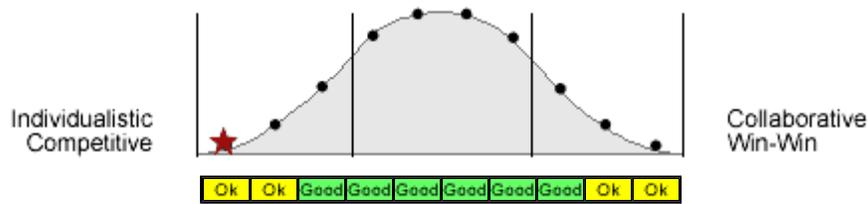
## Stable



- Tends to be sensitive to others which can assist Tom in picking up on emotional buying signals
- May have difficulty dealing with the day to day stress that can be a normal part of retail sales environments

**Question:** Give me an example of a time when you lost your temper with a customer. What happened?

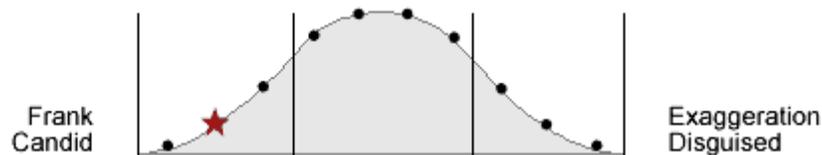
## Team



- Tom is typically self-motivated and very competitive
- May have difficulty working within a team particularly if the incentives are based on team objectives
- Will be motivated by commission based sales environments
- May not be collaborative with internal team or co-workers

**Question:** Tell me about a sale that was lost when another sales associate assisted the customer and didn't handle it like you would have. What happened?

## Good Impression (Social Desirability)



- Tom's responses have been frank and open

\*The participant has scored in the "red zone" in 1 area.

Overall  
**79% \***

**Note:** This report represents only a small part of the factors that can be helpful in determining job performance. It is not designed to specifically recommend or not recommend any individual for employment and the ultimate employment decision rests with the Employer.

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## Retail Sales Interview Questions

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### General Reasoning (Cognitive)

**Question:** Tell me about a time when you thought of a great idea to help sell more product or services, but no one seemed to be interested in hearing it.

**Question:** Give me an example of a job where you had to handle many simple or routine tasks during the day. What did you do?

**Question:** Describe a period when you found your work frustrating because you had to deal with customers who asked questions about things that had obvious answers. How did you deal with this?

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### Conscientious (Organization)

**Question:** Tell me about a time when you were about to help a customer but got distracted. What happened?

**Question:** Give me an example of a time when a customer asked many questions about a product and you did not know the answers. How did you handle it?

**Question:** Give me an example of a time when you forgot to handle some details with an order and it caused a problem. What did you do?

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### Tough Minded

**Question:** Describe a time when you were too abrupt with a customer because you had become impatient. What happened?

**Question:** Tell me about a time when you had to get a customer to like you before they bought a product from you. Did it work?

**Question:** Tell me how you have shown a customer that you are friendly.

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### Conventional (Rules)

**Question:** Can you tell me about a time when your creativity helped you gain a new customer?

**Question:** Give me an example of when you had to take care of a request for a customer but it was not according to store policy. What did you do?

**Question:** Tell me a time when you became frustrated because you were expected to handle

requests that you had not been trained on and didn't know the procedures. What did you do?

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### **Extroversion**

**Question:** Tell me about a time when you realized a potential customer was leaving because they didn't feel they had been taken care of properly. What happened?

**Question:** Describe what you have done in the past to show a customer that you are happy to see them. How has it worked for you?

**Question:** Tell me about a time when you were really energized by your work. What were you doing and how many people did you typically deal with every day?

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### **Stable**

**Question:** Tell me about a time when your sensitivity has helped you understand what a customer wanted and you were able to help them as a result.

**Question:** Give me an example of a time when you lost your temper with a customer. What happened?

**Question:** Can you tell me how you have managed to appear friendly and helpful to customers even when you were having a bad day?

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### **Team**

**Question:** Tell me about a time in a job when you were not very motivated to sell. What was the compensation plan and what would have made it more motivating to you?

**Question:** Tell me about a sale that was lost when another sales associate assisted the customer and didn't handle it like you would have. What happened?

**Question:** Describe a time when you really enjoyed your job and felt that you were rewarded well for your accomplishments. What was the job and how were you paid?

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