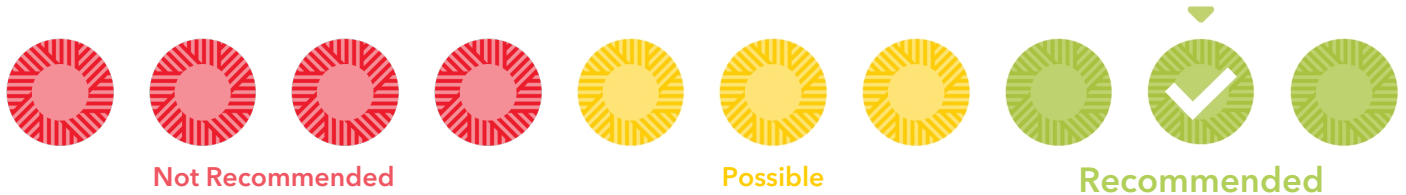




prevue<sup>TM</sup>  
retail-fit

**John Sample**  
**Retail Team Member**

## 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

Generally self-confident, **John Sample** aims to make sales. This candidate's "can do" attitude and readiness to get things done will benefit customers who know what they want. However, **John** may lack the sensitivity necessary to persuade less decisive customers. While this candidate will support the rest of the sales team, **John** may also be motivated to take a leadership role.

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

### interaction

with customers and staff can require a quiet, somewhat reclusive individual or a sociable, talkative, outgoing person. Someone more inclined to be an extrovert and less likely to be self-contained would be most effective in this position. The candidate is a little quieter than required, with less need for social contact.

### question

Can you read people easily? Describe how you would approach an indifferent or bored customer and get that person excited about shopping at your shop.

### ideal response

I enjoy working with people. Before talking to a bored customer, I try to pick up clues about the customer's likes or needs. After greeting the customer and asking a few questions, I would make suggestions and be as enthusiastic as if I were going to buy the merchandise myself.

### notes

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### question

When it's quiet before the doors open and maybe the weather is bad so you don't expect many customers, how do you get yourself fired up for work?

### ideal response

I go over the product line; I talk to the sales team; I might run on the spot or do some other exercise to boost my energy. If it's appropriate, I send text messages to regular customers to let them know about specials that would interest them.

### notes

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section score ① ② ③ ④ ⑤



## candidate's strengths

### sales drive

includes willingness to compromise self-interest as well as competitive instincts and assertiveness. A balance of tact and boldness is necessary for this position. The candidate meets this requirement.

### question

Do you keep up with current trends and do your personal interests mesh with selling for Your shop?

### ideal response

View new styles and trends in websites, social media, magazines, and newspapers. Talk to family and friends about their preferences. Watch relevant television shows for new styles and trends. Shop in a variety of brick and click venues. Know and like Your shop merchandise. [Candidate should mention specific items or categories of stock.]

### notes

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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 a balanced approach. The candidate meets this requirement.

### question

It's a year-end sale. Your department runs out of loss leaders and customers are demanding bargains. What do you do?

### ideal response

Call my manager to ask if we have any loss leaders in storage. If we are out of stock, ask if I can make allowances on other merchandise. If that's a no-go, try to persuade customers that other items are good value because of their quality, durability, ease of use, etc.

### notes

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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 being emotionally engaged while staying calm under pressure. The candidate meets the requirement.

### question

Although sensitivity to customers is very important, there is some pressure to meet sales targets. Can you still provide good customer service even when you feel a little tense about making the sale?

### ideal response

For the most part, I'm able to react well to people and I don't collapse under mild pressure. I can hide my tension and still give good service to customers.

### notes

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section score  1  2  3  4  5

## interview summary

total score / 20

proceed

yes

no

### notes

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