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AccuVision™ RETAIL SALES SYSTEM Customer Relations Section

From AlignMark

Interview Guide

For
Jane Doe
111-11-1111

Date:
09-15-1998

Interviewer's Name: _____

Summary comments/recommendations from interview:

AccuVision™ RETAIL SALES SYSTEM

Customer Relations Section

ORGANIZATIONALLY SPECIFIC QUESTIONS

In the space below, list any additional interview questions to be asked. These should include any questions needed to clarify information from the participant's resume/application, as well as questions specific to the position/organization. (Use the back of this page or insert additional pages if necessary.)

AccuVision™ RETAIL SALES SYSTEM

Customer Relations Section

SUGGESTIONS FOR CONDUCTING THE INTERVIEW

Before the session begins...

- Take the steps necessary to ensure that the session will not be interrupted. The participant should receive your undivided attention.
- Review the participant's application/resume to identify any background information that needs to be explored or clarified. List questions for these items, as well as any additional questions you intend to ask, on the sheet titled "ORGANIZATIONALLY SPECIFIC QUESTIONS."

Starting the session...

- Attempt to establish rapport and put the participant at ease.
- Explain the general purpose and format of the interview.
- Ask for and respond to any questions the participant may have.

Conducting the interview...

- Ask the interview questions and take notes on the participant's responses.

Closing the session...

- Indicate that all interview questions have been covered.
- Explain any relevant follow-up activities.
- Ask for and respond to any questions the participant may have.
- Thank the participant and close the session.

After the session...

- Evaluate the Organizationally Specific Questions and the AccuVision interview questions (including the oral and interpersonal areas). The following rating scale can be used for making these evaluations.

3 - More than acceptable
2 - Acceptable
1 - Less than acceptable

- Summarize the results of the interview in the space provided on the cover page.

AccuVision™ RETAIL SALES SYSTEM

Customer Relations Section

GENERAL QUESTIONS

QUESTION 1: In any retail position, you spend a lot of time interacting with customers. This means that you need to be able to effectively deal with people who come from different backgrounds and have different lifestyles. What past experiences have you had, dealing with different types of people?

NOTES:

SAMPLE EFFECTIVE BEHAVIORS:

1. Discussed prior work experiences that demonstrated on-going interactions with the general public (work or community related).
2. Provided concrete examples of activities, which demonstrate an ability and willingness to deal with different types of individuals in a fairly formal setting.
3. Provided prior work experiences that emphasize customer service activities.

SAMPLE INEFFECTIVE BEHAVIORS:

1. Failed to provide examples or provided instances that were primarily social or family related interactions.
2. Discussed prior experiences in a negative manner (i.e. discussed only "horror" stories).

RATING FOR RESPONSE: _____

AccuVision™ RETAIL SALES SYSTEM

Customer Relations Section

GENERAL QUESTIONS

QUESTION 2: One responsibility of a store employee is to recommend or suggest specific products or services to customers. Assume that as you walk through the appliance department, you see a customer looking at washing machines. You notice that the customer appears confused by the variety of washing machines the store carries. How should you handle this situation? Why?

NOTES:

SAMPLE EFFECTIVE BEHAVIORS:

1. Demonstrated a willingness to initiate contact with the customer versus waiting until the customer asked for help.
2. Emphasized the need to ask the customer questions in order to obtain an understanding of the customer's specific needs and concerns (e.g., how often the machine will be used, desired price range, what the desired capacity is, etc.).
3. Recognized the importance of matching the customer's needs with the proper product.

SAMPLE INEFFECTIVE BEHAVIORS:

1. Failed to acknowledge the importance of offering assistance without being asked.
2. Recommended choosing/suggesting a product without gathering information about the customer's needs.
3. Suggested advocating several products rather than helping the customer make a decision based on his/her needs.

RATING FOR RESPONSE: _____

AccuVision™ RETAIL SALES SYSTEM

Customer Relations Section

GENERAL QUESTIONS

QUESTION: Assume you are working in the electronics department when you see a customer looking at the television sets. The customer appears confused by the large selection of televisions and continues to examine many of them. As you approach the customer, he asks you to explain the features and benefits of four of the televisions. Briefly, describe what you would do in this situation

NOTES:

SAMPLE EFFECTIVE BEHAVIORS:

1. Recognized the need to ask questions to obtain specific information (e.g., determining the end use/user for the product, obtaining feedback on the product from the customer, etc.).
2. Emphasized the relationship between the features/benefits of the products to the customer's needs and preferences.
3. Demonstrated the importance of locating and making use of all available product information.
4. Demonstrated the importance of explaining features and benefits of different products clearly.
5. Recognized the need to assist the customer in weighing different factors to make their decision using terminology that the customer would understand.

SAMPLE INEFFECTIVE BEHAVIORS:

1. Recommended choosing/suggesting a product without assessing the customer's needs first.
2. Suggested several products rather than helping the customer make a decision based on his/her needs.
3. Incorrectly addressed product questions without having the appropriate level of knowledge of their features and benefits - rather than making use of all available product information.
4. Incorrectly explained features and benefits of different products using terminology that the customer wouldn't understand.
5. Inappropriately biased the customer's purchasing decision based upon his or her own preferences rather than assisting the customer with weighing their own factors.

RATING FOR RESPONSE: _____

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Customer Relations Section

GENERAL QUESTIONS

QUESTION: Assume you are working in the exercise equipment department when you approach a customer looking at treadmills. The customer seems to have found a treadmill she's interested in, but tells you she doesn't know how she's going to get it home in her car. You explain that your store has a delivery service and that the treadmill could be delivered in a week. As the customer is paying for the treadmill, she tells you that she works during the day, but does not work far from home. She asks if you could call and let her know about an hour before the delivery will arrive, so she can meet them at her house. What would you say to this customer and what actions would you take?

NOTES:

SAMPLE EFFECTIVE BEHAVIORS:

1. Responded in such a way that he/she gave the customer an indication that the request would be made.
2. Responded that he/she would make a note on the delivery request to have her called an hour before delivery.
3. Suggested initiating follow-up procedures (e.g., offering to call the delivery department to make sure everything is on schedule, then call customer back etc.)
4. Suggested follow-up procedures with the customer after the scheduled delivery time.

SAMPLE INEFFECTIVE BEHAVIORS:

1. Failed to express personal commitment to follow-up with the customer (e.g., giving the customer the delivery department number to call themselves)
2. Failed to respond in such a way that would give the customer an indication that the request would be made.
3. Failed to make a note to the delivery department regarding the customer's request.
4. Responded in such a way that he/she failed to give the customer any indication of when or if their request could be met.

RATING FOR RESPONSE: _____

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Customer Relations Section

GENERAL QUESTIONS

QUESTION: Working in retail requires employees to occasionally deal with customers who are upset, and sometimes verbally abusive. Assume a man approaches you and appears very angry. He starts yelling at you about some problem he is having with the new lawnmower that you had recommended he purchase from your store. He loudly says, in front of several other shoppers, that you obviously don't value your customers or care about the quality of the products that you sell. You are only filling in for a coworker in the outdoor equipment department and did not help this customer with their initial purchase, nor do you know much about lawnmowers. How should you deal with this customer?

NOTES:

SAMPLE EFFECTIVE BEHAVIORS:

1. Emphasized the need to apologize for any difficulty the situation has caused even though he/she is not directly responsible for the problem.
2. Recognized the need to show concern for the customer's problem while calming him down and to allow the customer to vent his frustrations in order to defuse the situation.
3. Recognized the need to look into the problem further in order to determine the cause, so that the proper type of assistance could be provided.
4. Recognized the need to obtain the assistance of a co-worker who was knowledgeable about lawnmowers or the need to alert the manager to the problem.

SAMPLE INEFFECTIVE BEHAVIORS:

1. Responded in such a way that he/she failed to take ownership for the problem/situation (e.g. pointed the customer in direction of another co-worker who works in the department). or overemphasized lack of personal responsibility for causing the problem, (e.g., stating "I'm just filling in").
2. Failed to recognize the need to demonstrate concern for the customer's problem (e.g. suggesting that he calm down since it's just a minor problem that can easily be corrected).
3. Responded in such a way that he/she attempted to explain the cause of the problem without asking for any details (e.g., stating, "it probably just needs a new...") or recommended a solution (e.g., "We'll get you a brand new lawnmower immediately") without knowing all of the facts.
4. Failed to recognize the need to obtain assistance from someone more knowledgeable of the equipment, or the need for the manager to be alerted.

RATING FOR RESPONSE: _____

AccuVision™ RETAIL SALES SYSTEM

Customer Relations Section

GENERAL QUESTIONS

QUESTION: Assume the following situation occurs. You are on your way to unload a shipment in the stockroom. You have just enough time to finish unloading the merchandise before you are scheduled to take your break. You happen to pass a new associate who is busily setting up a sweater display for the new fall clothing line. You ask him how he is doing. He proudly points to the display and tells you that the manager told him to set up the entire display before noon. He adds that he is just about finished and that he has been so busy that he hasn't even taken his break. As you listen, you notice that the sweaters are folded incorrectly and do not seem to be arranged by size, but only by color. You know that this is not the correct way to set up the display. How should you handle the situation and why?

NOTES:

SAMPLE EFFECTIVE BEHAVIORS:

1. Recognized the need to tell the new associate, in specific and clear terms, how to properly perform the task (i.e. explain to him how to arrange by size and how to correctly fold sweaters).
2. Demonstrated a willingness to personally assist the associate in redoing the display.
3. Perceived that the mistakes in the display could negatively affect the quality of service provided by the store and could also affect sales. (e.g. sizes would be harder to find, sweaters may look messy, unattractive, etc.).
4. Recognized the need to prioritize work activities and put the needs of the new employee ahead of own (e.g., scheduled break).

SAMPLE INEFFECTIVE BEHAVIORS:

1. Suggested telling the associate the task was being done incorrectly, showing him how to do it correctly, but failed to recognize the need to offer assistance.
2. Responded in such a way that he/she failed to demonstrate flexibility by modifying planned activities (e.g. unload the shipment after helping co-worker even if it meant losing break).
3. Recommended apologizing to the clerk for not being able to offer assistance because of own schedule.
4. Suggested telling the new associate to go on break and redoing the display himself/herself.

RATING FOR RESPONSE: _____

AccuVision™ RETAIL SALES SYSTEM

Customer Relations Section

ORAL COMMUNICATIONS

No questions are asked for this area. Rather, the participant is evaluated based on behaviors observed during the overall interview session.

NOTES:

SAMPLE EFFECTIVE BEHAVIORS:

1. Expressed comments in a concise manner.
2. Enunciated clearly.
3. Spoke in a fluid manner.
4. Looked at interviewer when speaking.
5. Used gestures to emphasize points.
6. Expressed ideas in an easy to understand manner.
7. Used proper grammar.
8. Used voice inflection to emphasize points..

SAMPLE INEFFECTIVE BEHAVIORS:

1. Rambled on or was overly wordy.
2. Had slurred speech.
3. Was overly hesitant or choppy when speaking.
4. Failed to maintain eye contact when speaking.
5. Expressed ideas in a manner that was difficult to follow and/or understand.
6. Made grammatical errors.
7. Spoke in a monotone and/or failed to use gestures.

RATING FOR RESPONSE: _____

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Customer Relations Section

INTERPERSONAL

No questions are asked for this area. Rather, the participant is evaluated based on behaviors observed during the overall interview session.

NOTES:

SAMPLE EFFECTIVE BEHAVIORS:

1. At the start of the session, offered a polite and enthusiastic greeting.
2. As appropriate, used amenities such as "please" and "thank you."
3. Maintained a polite, courteous, and enthusiastic demeanor during the session.
4. Actively listened to the interviewer's comments (e.g., maintained eye contact while listening, nodding while listening, etc.).
5. At the close of the session, expressed appreciation for the interviewer's time and consideration.

SAMPLE INEFFECTIVE BEHAVIORS:

1. Asked questions in an abrupt or curt manner.
2. Displayed little enthusiasm or politeness.

RATING FOR RESPONSE: _____