

Comparability Process Form

AccuVision Retail System

The Resource Connection
525 Sheridan Blvd.
Orlando, FL 32804
407.426.0511 Fax: 407.426.0552
E-mail: leilani@resourceconnection.com
Web: www.resourceconnection.com

Comparability Form
AccuVision Retail System
Sales Module

Comparability Form

<i>Names of group members</i>	<i>Titles</i>

Job/job family for which evaluation is being made

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Date

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Comparability Form

AccuVision Retail System

Sales Module

1. Identifies potential selling opportunities through discussion and the use of open-ended questions.
2. Understands the customer's needs, goals, desires, and other pertinent information before suggesting specific products/services or attempting to influence buying decisions.
3. Possesses a thorough understanding of the products/services.
4. When assisting a customer, applies his/her product knowledge to specific needs, questions, and desires of the customer.
5. Overcomes objections and concerns expressed by the customer.
6. Recognizes and acts on buying signals given by the customer.
7. When making product/service recommendations, verifies that the product/service is appropriate for the customer's use.
8. When making product/service recommendations, offers the customer alternatives and/or suggests other additional products/services.
9. When dealing with a customer, persists with selling efforts despite setbacks or customer resistance.
10. Recognizes situations where additional support (e.g., Sales Manager) should be used to facilitate the sales process.
11. After the sale, follows up with customers through a "Thank You" note or personal phone call.
12. Handles sales transactions and related paperwork effectively.
13. Encourages customers to open credit accounts and/or purchase gift certificates.
14. Stays "up to date" by reviewing current advertisements and promotional materials on a regular basis.

- 15. After one sale has been made, suggests additional or related products/services.
- 16. When discussing the features and benefits of products/services, effectively tailors their own comments to the needs of the customer.
- 17. The Sales Associate is “trainable” (i.e., able to retain information and apply to his/her job).

Note: "Customer" does not refer only to individuals external to the organization. Also included are internal employees and persons in another unit/area, for whom such activities are performed.

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The Customer Relations Section of the Retail System is a process for measuring a participant's customer relations abilities. When information from the system will be used to make selection decisions, the types of customer relations activities participants deal with in the video test should be similar to customer relations activities they would be expected to perform if actually selected. Given a sufficient amount of similarity between the demands of the video test and the customer relations activities of the actual work environment, the test will provide a valid measure of participants' customer relations abilities and information from the test can be incorporated into selection decisions.

To assess the similarity of activities, it is suggested that a Comparability Form be completed. The form can be completed for an individual job title or an entire job family (i.e., a cluster of jobs that contains several different job titles, but where the activities performed are highly similar). It should be completed using the following process.

- Assemble 2-3 individuals who are extremely familiar with the job (or jobs within a job family) for which the test is to be used.
- Have the group review and discuss the first activity on the Comparability Form. The discussion should center on whether or not the work activity on the form is actually performed in the job (or job family) for which the test is to be used. If the answer is "yes", a check should be placed in the blank to the left of the statement. (If the group is comprised of only two people, both must agree on the tasks relevance for it to be checked. If the group is made up of more than two people, the majority of the group must agree on the tasks relevance).
- Each statement on the form should be reviewed and processed in like manner.
- After all statements have been discussed and evaluated, tally the number of checked statements.
- If the number of checked statements is 10 or more, significant overlap exists between the types of customer relations activities required in the actual job (or job family) and the types of activities measured by the test and that the test will provide a valid measure of participants' customer relations abilities.