

Retail Sales and Service Simulation

Assessment Fact Sheet

Overview

The Retail Sales and Service Simulation measures the ability of a candidate to choose effective sales and service techniques while interacting with customers. Situations are presented to the candidate via computer-based animation, and the candidate is offered a set of behaviors from which to choose the most and least effective responses.

The behaviors vary in the extent to which the sales associate may: direct a conversation toward a commitment or sale, listen carefully to customers and provide options that address what they really need/want, put aside work to assist a customer, and focus on meeting customer needs. Responses are tracked and compared against expert ratings of effectiveness. The test produces a Retail Sales and Service Effectiveness score.

Job Level	Entry Level
Job Family/Title	Retail Salespersons

Details

Average Testing Time (minutes)	10 minutes
Maximum Number of Questions	8 scenarios/questions
Designed for Unproctored Environment	Yes
Question Format	Animation-based scenario followed by 4 response options from which candidate chooses Most and Least Effective
Product Category	Sales

Knowledge, Skills, Abilities and Competencies Measured

Retail Sales and Service Effectiveness: This measures the extent to which the candidate uses effective customer service techniques while focusing on maximizing sales. This is characterized by: putting customers at ease, asking the right questions to identify customers' wants and needs, making appropriate product recommendations that match customer requirements, and finding opportunities to maximize sales.

Example Questions

Step 1: Scenario

Your store carries a number of brands of cellular phones, two of which are Access Wireless and Loquacity. Your store does not carry a line called Sonic, because it is a competitor's brand.



Watch the following video and choose the most and least effective course of action from the options below.

Step 2: Choose

Do not mention that it is a competitor's brand. Simply state that you do not carry that brand, but you have other phones that you can show the customer if he is interested.

Most Effective

Least Effective



Mention that Sonic is a brand from another wireless carrier, so that is why your store does not carry that brand. Ask if he would like you to find the nearest store that carries that brand.



Tell the customer the competitor that carries the Sonic phone, but direct him to back to the phones that your store carries.



Ask the customer what he is looking for in a phone. Tell him that although you don't carry Sonic products, you have some other recommendations based on what you do carry, if he is interested in hearing about them.



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