

Retail Manager

This interview guide is intended to be used in conjunction with the Verveo skills assessment. Where a candidate has scored Low - Medium on a skill, focus on asking more questions from that skill to gain deeper insight into their level of competency.

Assessment Score	HIGH MEDIUM LOW
Assessment Skills	Retail Manager, Retail Sales, Team Leadership and Customer Service

Competency/Skill	Candidate with this will display
Retail Manager	<ul style="list-style-type: none"> • Comfortable multitasking managing a team, store and sales • Professionalism that enables them to liaise with senior management and regional managers as well junior staff members • Confident in managing roster, staff and store management duties
Questions	
	What is your favourite part of working in retail?
	How do you balance managing a team, rostering, working in store and reporting with management?
	What is the biggest challenge you face in retail management and how do you manage it?
Comments	

Competency/Skill	Candidate with this will display
Retail Sales	<ul style="list-style-type: none"> • Confident with working towards daily, weekly and monthly KPIs • Understands sales cues from customers and confident in recommending supplementary items to help with customers and sales • Motivated by reaching and exceeding targets
Questions	
	How do you ensure you meet your sales targets in store?
	Tell us about the biggest sale you ever achieved in retail. What did you personally do to assist this?
	Tell us about a time where you missed your target. What did you learn from this?
Comments	

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Competency/Skill	Candidate with this will display
Team Leader	<ul style="list-style-type: none">• Motivates and empowers their team to perform their best.• Comfortable with performance management and conflict resolution• Creates a positive and cohesive working environment within the store.
Questions	
	How do you motivate your employees to perform their best in the store?
	Why do you think store culture is important for customers? How do you ensure there is a positive culture in the stores you manage?
	What do you look for when building a team?
Comments	

Competency/Skill	Candidate with this will display
Customer Service	<ul style="list-style-type: none">• Prioritises customer experience within the store• Greets all customers with a positive engaging demeanour that welcomes them into the store• Provides helpful service to customers to ensure a positive store experience
Questions	
	What do you think of the philosophy 'the customer is always right'?
	How do you provide a positive customer experience in store?
	Tell us about a time where you diffused a situation with an angry customer. What was the situation and how did you manage it?
Comments	