KPi Retail

5 personality traits

of a top retail candidate and how to assess them

Confidence

Retail candidates need confidence to interact naturally with customers and represent products/services convincingly.

How can you assess?

- ✓ Use situational role-play to observe how candidates handle customer scenarios.

- ✓ Ask about a time they resolved a difficult situation confidently.

- ✓ Evaluate their product knowledge during mock sales interactions.

Empathy

Empathy helps staff connect with customers, understand their needs, and deliver exceptional service.

How can you assess?

✓ Provide hypothetical customer dilemmas and ask how they would respond.

✓ Ask behavioural questions like, "Describe a time when you dealt with an upset customer."

✓ Observe their tone and approach during customer interaction simulations.

A creative problem solver

Retail demands creativity to resolve customer issues and enhance store operations.

How can you assess?

✓ Present an unusual problem and ask how they would solve it.

✓ Ask for examples of past creative solutions they've implemented.

✓ Review their adaptability to handle varied tasks or responsibilities.

Multi-tasking

The ability to juggle multiple tasks while maintaining excellent service is non-negotiable.

How can you assess?

- ✓ Use in-basket exercises to evaluate how they prioritise tasks.

- ✓ Test their response to a scenario with competing demands, e.g., helping customers while completing a store task.

- ✓ Observe their composure and focus during busy or pressured moments in role-plays.

![KPi Retail logo]

Looking for the best retail talent?
KPI can help.
Get in touch today:

📞 01270 589943

🌐 www.kpir.co.uk

✉️ retail@kpir.co.uk