

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · RETAIL SALES CONSULTANT

1	Share an instance where you extended efforts beyond the norm to guarantee customer satisfaction.	1 2 3 4 5	
2	How do you stay updated with the latest product trends and technology in the retail sector?	1 2 3 4 5	
3	Can you walk us through your method for handling difficult customers or resolving complaints?	1 2 3 4 5	
4	How do you prioritize tasks during busy periods in the retail environment?	1 2 3 4 5	
5	Discuss the tactics you employ to not only meet but surpass sales objectives.	1 2 3 4 5	
6	Describe how you have used customer feedback to enhance the shopping experience or improve product offerings.	1 2 3 4 5	
7	In your experience, how do you effectively cross-sell or upsell products?	1 2 3 4 5	
8	Can you provide an example of how you have built or maintained a long-term customer relationship?	1 2 3 4 5	
9	How do you approach learning and training on new products or services in the store?	1 2 3 4 5	
10	What motivates you in a retail sales environment, and how do you stay motivated during challenging times?	1 2 3 4 5	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	1 2 3 4 5	
Prior Work Experience Skills or qualifications acquired through past work.	1 2 3 4 5	
Qualifications / Experience The technical skills the position actually needs.	1 2 3 4 5	
Problem Solving Abilities Demonstrated critical problem-solving.	1 2 3 4 5	
Communication Team building and communication skills.	1 2 3 4 5	

CRITERIA	SCORE (1-5)	NOTES
Organizational Fit Would this hire steer the organization the right way?	① ② ③ ④ ⑤	
Directional Fit A step forward, or backward, in their career?	① ② ③ ④ ⑤	

RECOMMENDATION

☐ Advance ☐ Hold ☐ Decline

1 = well below the bar · 3 = meets it · 5 = clearly above it

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.