

BRIGHT

TOP PERFORMING CASHIERS AT TALLMART DYLAN DELANEY

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+ Interview Guide

BRIGHT SERVICE & SALES

BRIGHT evaluates typical behaviour and general attitude related to customer service.

DYLAN DELANEY

NORM "International Service Norm"

DILIGENCE

Very attentive to details and conscientious in the completion of job tasks. A person with high Diligence typically sets high standards for the quality of their work, and will follow through on tasks with great effort.



Detail oriented
Conscientious
Focused on quality

INTERVIEW QUESTIONS

- What do you do to make sure your job is done well?
- What actions do you take if you don't have the time to deliver your job with the quality that was intended?
- What do you do if you have made a mistake?

INTEGRITY

Acting consistently according to the values, beliefs and ethical principles a person claims to hold. A person with high Integrity is typically viewed as honest and accountable with high moral standards.



Ethical
Accountable
Values honesty

INTERVIEW QUESTIONS

- How important is it to you that your personal values comply with the values of this company?
- What attitudes do you consider important in order to deliver an excellent customer service?
- Can you think of situations/actions that could lead to a poor customer experience?

SALES SELF-EFFICACY

Interested in sales and has confidence in their ability to sell. A person with high Sales Self-Efficacy will typically enjoy the activities involved in selling such as talking others into buying.



Motivated by selling
Persuasive
Self-confident

INTERVIEW QUESTIONS

- How do you evaluate your own abilities and skills in sales?
- What do you do to convince a customer into buying something?
- How do you select and present a product to fit the customer's needs and desires?

SERVICE-MINDEDNESS

Being pleasant with others and displaying an open and welcoming attitude. A person with high Service-Mindedness is typically sensitive to others' needs and feelings and will be both understanding and helpful on the job.



Welcoming
Helpful
Empathic

INTERVIEW QUESTIONS

- What does it mean to you to be service minded?
- What is your strength when providing service to others?
- What is the best customer experience you have ever had yourself?

SOCIAL CONFIDENCE

Comfortable being the center of attention and can easily initiate conversations with others. People with high Social Confidence typically express themselves with self-confidence and influence in social situations.



Outgoing
Sociable
Influential

INTERVIEW QUESTIONS

- What is your strength when engaging in conversations with customers?
- How do you attract attention and make the customer interested in your service?
- What do you do if the customer is indecisive?

STRESS TOLERANCE

Dealing calmly and effectively with job tasks in high stress situations. People with high Stress Tolerance typically stay focused and accomplish their work under stressful working conditions.



Calm under pressure
Copes with stressful situations
Emotionally self-controlled

INTERVIEW QUESTIONS

- How do you typically handle customer complaints/criticism?
- If a customer reacts in a threatening or aggressive manner - how would you react to resolve the situation?
- How do you stay calm and work efficiently even in stressful situations?