



**Retail Sales Associate (RTL) Competencies:
Customer Relations and Sales Skills Modules: Employer Feedback**

Please check the 7 or so most important skills to your organization (under both Customer Relations and Sales). Although all of the following skills are important, **the checked competencies are required to qualify as an applicant.**

Check if required	<i>Customer Relations Skills</i>	Customer Relations
	1 Determine customer's needs by listening and asking questions	Initiate Contact
	2 Clarify needs of customer in order to determine product/service best suited for the customer	Initiate Contact
	3 Explain features and benefits of products/services to customers	Initiate Contact
	4 Responds to personal needs of customers	Build Relations
	5 Follow through on commitments made to customers	Build Relations
	6 Handles customer complaints	Build Relations
	7 Proactively assists peers for the purpose of increasing the overall quality of store operations	Build Relations
	8 Decides when to "bend" company policies/guidelines and when to follow them	Decision Making
	9 Decides when to take action on own versus when to refer to a manager or co-worker	Decision Making
	10 Decides when to route customers to other departments based on their needs	Decision Making
Check if required	<i>Sales Skills</i>	
	1 Apply product knowledge	Customer Needs
	2 Verify product is appropriate for customer use	Customer Needs
	3 Offer alternative/additional sales options	Customer Needs
	4 Listen to the customer and identify potential selling opportunities using open ended questions	Customer Needs
	5 Handle customer returns; transform them into new sales	Build the Sale
	6 Review current advertising and promotions	Build the Sale
	7 Demonstrates a willingness to compromise in order to obtain customer agreement	Close the Sale

	8	Recognizes customer's buying signals and attempt to close the sale	Close the Sale
	9	Assist the customer in making purchase decisions	Close the Sale
	10	Handles transactions and related paperwork	Close the Sale

Note: "Customer" refers both to individuals **external** to the organization and **internal** employees, i.e. persons in another unit/area.

The Job being considered is called: _____.

_____ Organization

_____ Date

_____ Phone

_____ E-Mail

Individual completing Form

Organization

Phone

E-Mail

Date