

Chris Brett
Student Number – 2318124
Word Count - 2305

Appendix A – Job description

The following job description was produced by adapting the job description template produced by [acas](https://www.acas.org.uk/job-description-templates), (available at <https://www.acas.org.uk/job-description-templates>)

Job title	Sales Assistant
Reporting to	Retail Manager
Main purpose of job	To provide a friendly and helpful customer service to retail and online customers
Key tasks	1. Provide high quality, excellent customer service. 2. Handle cash and card payments in accordance with company standards. 3. Prepare orders for online delivery. 4. Unpack supplier deliveries. 5. Check supplier deliveries against delivery notes. 6. Replenish shelves and fill product dispensers. 7. Ensure high standards of hygiene are maintained and ensure products are not cross-contaminated. 8. Clean up spillages. 9. Clean containers ready for return to suppliers.

Simulated Interview

2.2

I devised this shortlisting matrix to measure and shortlist the applications put forward for the sales assistant role. From this matrix, I can score against each section to figures out which candidates score high enough to be interviewed. The Appendix A – Job Description was essential to put together this matrix, and everything is covered relevant to the role.

ATTRIBUTES	ESSENTIAL	DESIRABLE
Qualifications	Level 2 qualification (e.g., GCSEs, NVQ2) or equivalent.	
Experience	Demonstratable experience of sales. Experience of cash handling. Experience of handling card payments. Experience in retail.	Warehousing. Unpacking deliveries. Shelf stocking and replenishment. Stock control. Preparing orders. Online orders and delivery.
Knowledge	Knowledge of online sales. Knowledge of hygiene standards. Knowledge/Awareness of cross-contamination.	Knowledge of sales company standards.
Skills	Excellent customer service skills. Be thorough with a high attention to detail. Excellent verbal communication skills. Basic computer skills. Problem solving skills. Basic numeracy skills.	Persuading and negotiation. Ability to use Initiative. Ability to use a cash till or point of sale device.
Personal qualities	Friendly/Helpful. Ability to work well with others. Teamwork.	Time management. Cleanliness. Care for the environment.
Additional Requirements		Welsh Speaker (Level 1)

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On the next phase of the process, I went through each of the application forms for each candidate and scored into the selection matrix as listed below.

Application form

Applicant reference: 001

Application for Sales assistant

Education and training

Please give details:

Central Grammar School New City University

Qualifications

Please give details:

13 GCSEs including English and Math's A* 3 A levels A* A* A BSc Environmental Science 1 st class

Employment history

Your current or most recent employer

Name of employer: Utility Co

Address:

Postcode:

Job title: Environmental Scientist

Pay: £50,000

Length of time with employer: 15 years

Reason for leaving: Redundancy.

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Duties:

Assess the environmental impact of offshore wind farms.
Work with design teams to ensure environmental impact considered in designs.

Previous employers

Please tell us about other jobs you have done and about the skills you used or learned in those jobs.

None

Supporting statement

Please tell us why you applied for this job and why you think you are the best person for the job.

I am keen to contribute to zero waste and I am passionate about reducing plastic. Since losing my job I am happy to try something new.

Interview arrangements and availability

If you have a disability, please tell us if there are any reasonable adjustments, we can make to help you in your application or with our recruitment process.

None

Are there any dates when you will not be available for interview?

No

When can you start working for us?

Immediately

Right to work in the UK

Do you need a work permit to work in the UK? ~~Yes~~ / No

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References

Please give the names and contact details of 2 people who we can ask to give you a reference. We may ask them before an employment offer is made. We will not ask your current employer until we get your permission.

Referee 1

Mark Jones - m.jones@utility.co.uk

Referee 2

Ravi Sidhu – rrrsidhuu97@hotmail.com

Declaration

I confirm that to the best of my knowledge the information I have provided on this form is correct and I accept that providing deliberately false information could result in my dismissal.

Name: _____ Signature: _____ Date: _____

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Candidate Name: 001 **Job Title:** Sales Assistant

ATTRIBUTES	ESSENTIAL	DESIRABLE	TOTAL
Qualifications	Level 2 qualification (e.g., GCSEs, NVQ2) or equivalent.		3
Experience	Demonstratable experience of sales. Experience of cash handling. Experience of handling card payments. Experience in retail.	Warehousing. Unpacking deliveries. Shelf stocking and replenishment. Stock control. Preparing orders. Online orders and delivery.	0
Knowledge	Knowledge of online sales. Knowledge of hygiene standards. Knowledge/Awareness of cross-contamination.	Knowledge of sales company standards.	0
Skills	Excellent customer service skills. Be thorough with a high attention to detail. Excellent verbal communication skills. Basic numeracy skills. Problem Solving skills.	Persuading and Negotiation. Ability to use Initiative. Ability to use a cash till or point of sale device. Basic computer skills.	1
Personal qualities	Friendly/Helpful. Ability to work well with others. Teamwork.	Time management. Cleanliness. Care for the environment.	1
Additional Requirements		Welsh Speaker (Level 1)	0
TOTAL SCORE			5
Interview – Y/N			No

Scoring:

- 0- Does not meet criteria.
- 1- Partly meets.
- 2- Fully meets.
- 3- Exceeds

Invite for Interview?

No/Unsuccessful

**Feedback: Not enough detail to enable scoring against criteria.
 Due to experience.**

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Application form

Applicant reference: 002
Application for Sales Assistant

Education and training

Please give details:

Northtown Academy

Qualifications

Please give details:

8 GCSEs including English and Math's Grades 5-9
Food Hygiene Certificate

Employment history

Your current or most recent employer

Name of employer: Big Supermarket

Address: Market Street, Eastside.

Postcode: E57 5TH

Job title: Customer Assistant

Pay: £10 per hour

Length of time with employer: 2 years

Reason for leaving: NA.

Duties:

Refill shelves, rotate stock, help customers find what they are looking for, work on the till, take cash and card payments, assist customer with self-check outs.

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Previous employers

Please tell us about other jobs you have done and about the skills you used or learned in those jobs.

None

Supporting statement

Please tell us why you applied for this job and why you think you are the best person for the job.

I enjoy working in a shop and serving customers and I have become more uncomfortable with the amount of waste I see and the amount of packaging. I would like to work for an organisation that sees we all have part to play in reducing this type of waste and reducing plastic that is damaging the environment. I am hard working, honest and reliable.

Interview arrangements and availability

If you have a disability, please tell us if there are any reasonable adjustments, we can make to help you in your application or with our recruitment process.

None

Are there any dates when you will not be available for interview?

No

When can you start working for us?

One month's notice.

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Right to work in the UK

Do you need a work permit to work in the UK? ~~Yes~~ / No

References

Please give the names and contact details of 2 people who we can ask to give you a reference. We may ask them before an employment offer is made. We will not ask your current employer until we get your permission.

Referee 1

Claire Wood – c.wood@bigmarket.co.uk

Referee 2

B. Njawa – b.njawa@utility.co.uk

Declaration

I confirm that to the best of my knowledge the information I have provided on this form is correct and I accept that providing deliberately false information could result in my dismissal.

Name:

Signature:

Date:

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Candidate Name: 002 Job Title: Sales Assistant

ATTRIBUTES	ESSENTIAL	DESIRABLE	TOTAL
Qualifications	Level 2 qualification (e.g., GCSEs, NVQ2) or equivalent.		2
Experience	Demonstratable experience of sales. Experience of cash handling. Experience of handling card payments. Experience in retail.	Warehousing. Unpacking deliveries. Shelf stocking and replenishment. Stock control. Preparing orders. Online orders and delivery.	2
Knowledge	Knowledge of online sales. Knowledge of hygiene standards. Knowledge/Awareness of cross-contamination.	Knowledge of sales company standards.	0
Skills	Excellent customer service skills. Be thorough with a high attention to detail. Excellent verbal communication skills. Basic numeracy skills. Problem Solving skills.	Persuading and Negotiation. Ability to use Initiative. Ability to use a cash till or point of sale device. Basic computer skills.	2
Personal qualities	Friendly/Helpful. Ability to work well with others. Teamwork.	Time management. Cleanliness. Care for the environment.	2
Additional Requirements		Welsh Speaker (Level 1)	0
TOTAL SCORE			8
Interview – Y/N			Yes

Scoring:

- 0 - Does not meet criteria
- 1 - Partly meets
- 2 - Fully meets
- 3 - Exceeds

Invite for Interview?

Yes/Successful

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Application form

Applicant reference: 003

Application for Sales Assistant

Education and training

Please give details:

Eastside Academy

Qualifications

Please give details:

Currently studying 11 GCSEs including English and Math's Grades, predicted grades 9-5

Employment history

Your current or most recent employer

Name of employer: NA

Address:

Postcode:

Job title:

Pay:

Length of time with employer:

Reason for leaving:

Duties:

NA

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Previous employers

Please tell us about other jobs you have done and about the skills you used or learned in those jobs.

None

Supporting statement

Please tell us why you applied for this job and why you think you are the best person for the job.

I am at school at the moment but will be leaving this year. I make choices that are helpful for the environment. For example, I have a plant-based diet and use public transport or walk. I want to work in a job that reflects my beliefs. I am a member of Earth Day and get involved in local action such as litter picking.

Interview arrangements and availability

If you have a disability, please tell us if there are any reasonable adjustments, we can make to help you in your application or with our recruitment process.

None

Are there any dates when you will not be available for interview?

No

When can you start working for us?

June

Right to work in the UK

Do you need a work permit to work in the UK? ~~Yes~~ / NoReferences

Referee 1

Wilbur White – w.white@homehelp.co.uk

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Candidate Name: 003 Job Title: Sales Assistant

ATTRIBUTES	ESSENTIAL	DESIRABLE	TOTAL
Qualifications	Level 2 qualification (e.g., GCSEs, NVQ2) or equivalent.		0
Experience	Demonstratable experience of sales. Experience of cash handling. Experience of handling card payments. Experience in retail.	Warehousing. Unpacking deliveries. Shelf stocking and replenishment. Stock control. Preparing orders. Online orders and delivery.	0
Knowledge	Knowledge of online sales. Knowledge of hygiene standards. Knowledge/Awareness of cross-contamination.	Knowledge of sales company standards.	0
Skills	Excellent customer service skills. Be thorough with a high attention to detail. Excellent verbal communication skills. Basic numeracy skills. Problem Solving skills.	Persuading and Negotiation. Ability to use Initiative. Ability to use a cash till or point of sale device. Basic computer skills.	0
Personal qualities	Friendly/Helpful. Ability to work well with others. Teamwork.	Time management. Cleanliness. Care for the environment.	1
Additional Requirements		Welsh Speaker (Level 1)	0
TOTAL SCORE			1
Interview – Y/N			No

Scoring:

- 0 - Does not meet criteria
- 1 - Partly meets
- 2 - Fully meets
- 3 – Exceeds

Invite for Interview?

No/Unsuccessful

**Feedback: Not enough detail to enable scoring against criteria.
 Due to experience.**

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2.3

I decided following the total process of 2.2, to interview just the one applicant/candidate – 002.

The interview was conducted over teams, which as a personal preference is not ideal, certainly when trying to employ a candidate for a sales role, I would have in a normal world interviewed in person to assess and build personal rapport skills, which is key of customer relations.

However, before the Interview, I built a skeleton plan with situational questions to be asked once rapport had been established and confirmation that they knew what they were applying for. I also simply wanted to get to know the candidate on a human level.

The following was my notes, views, and opinions of the interview ([Chris Brett Simulated Interview](#)).

I decided to start with the formalities and congratulating firstly for getting through to the interview stage to build their self esteem and give a positive bounce towards rapport at the beginning of the interview.

I then asked the candidate to confirm their name and they were aware for the position that they were applying for (I did this to check for preparedness from the candidate, as they have been applying for many jobs).

During the introductions phase, I summarised why we were doing the interview over teams, and mentioned that there was the opportunity to do it over person if they were not comfortable with the teams aspect of the interview (I did this, as I am aware of neurodiversity, and to some, a teams call can cause anxiety – so I wanted to give the applicant a choice – normally this would have been done before the interview, but in this case, I wanted to ask it at the beginning).

I again asked a relation rapport building question about offering a drink – what they would go for, and the candidate said they would have gone for a Green Tea – I noted back I would be having a hot chocolate.

Following this, I introduced myself and why I was in the position to interview the candidate (Rebecca) today. I noted that I was a senior advisor for Clean Quarter and looking for the best candidate to fill the vacant sales assistant role, within this, I gave an outline of the person we are looking for, to include, a friendly, helpful customer service professional, that can work both in retail and online serving customers. Key for the role to manage cash payments, plus preparing orders internally and online externally. Plus, warehousing work, sorting deliveries, stock control and general hygiene control.

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Into the main part of the interview – my first thing to do was to give an overview of what I will be asking, to include relevant questions to the role, plus past experiences, and a bit about Rebecca as a person.

I asked, “I always like to get to know the person better, so please tell me a bit about yourself? What do you like to do outside of work? And/or in work?”

Rebecca answered, “I am really into climate change, well the idea of climate change. I want to help stop it. And one of the things I get fed up with, is the amount of waste generated in my current work.”

I backed up her answer that its in line with our ethos and what sets Clean Quarter out from the crowd, and she went on to confirm that’s what attracted her to the role due to the ethos of the organisation. **(Score of 1).**

I then asked “So out of all the sales assistant jobs out there, what attracted you to this one with Clean Quarter?”

Rebecca answered “All the supermarket jobs are pretty much the same – just a different uniform, the job is just about serving customers, trying to help them as much as you can, but it does my head in when I am in work and all I see is waste and people not caring very much, and complaining about no plastic bags, and seeing how much rubbish is wasted all the time. And the food waste, you know that really annoys me”. **(Score of 2).**

I noted here that Rebecca obviously enjoys full time work and is enthusiastic about the climate after doing her online research, and her fundamental issues with work is the amount of waste generated, however I also felt I was being lectured about climate rather than having a conversation.

I then asked “You mention food waste, I read on your CV that you have a food hygiene certificate, tell me a bit about that? Is there an expiry date, and do you need any help with that in the future?”

Rebecca answered, “I think you redo it every 3 years, not really sure though to be honest”. **(Score of 1).**

I noted here that I was disappointed by this response, as ideally, I wanted a bit more detail on how Rebecca felt it helps the organisations Rebecca works for. So, I wanted to move away from the climate and environmental aspects as I thought Rebecca was concentrating too much on this rather than actual skills needed for the role.

I asked “Tell me about your earlier positions in sales, apart from the environmental aspects?”

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Rebecca answered “Working on the shop floor and putting items back on the shelves. I will approach customers if they are looking lost and I will try and find something for someone if they cannot find it, quite often I have no clue what they’re looking for, because its not something I have heard of. I work on the tills too. **(Score of 2).**

I wanted to probe further, so I asked “Its always good to have a customer focus, that you can go over to somebody and start a conversation, is that how you feel? Do you ever feel daunted approaching this situation?

Rebecca answered, “I think I am okay with it; I mean if they look angry I probably won’t”. **(Score of 1).**

I then wanted to get into experience and situational questions, before asking I gave a brief note to not worry, it sounds complicated, but it isn’t, take your time, have a think and answer when you are ready. So, I asked,

“Tell me about a time when you faced a challenging customer. What was the specific task in that situation? What steps did you take to handle it and what was the result?

Rebecca ran me through a situation where they were working a till and there was a query from a customer about a £20/£10 note mix up. There was a bit of a back and for, then Rebecca mentioned they let the customer get it out their system, called her supervisor and checked the CCTV. **(Score of 1).**

I noted - good customer relations are a critically important skills for a new Organisation looking for a strong customer base and repeat buyers, whether that be in store or online. I did not get the impression or answer from Rebecca here that the customer experience was on her mind at all.

I followed by asking “What did you learn from the situation?

They were extremely vague and did not know what the take away from the experience was, so I waited and gave time to answer, but when Rebecca mentioned that she was not sure she did discover anything and its quite deep, I gave an example of what I experienced myself in a similar experience, taking away how to stay calm and remember that state when another scenario happens in the future. **(Score of 0).**

I noted here that it was vague, and Rebecca was more concerned about how angry customers can be, more than anything else.

I then asked, “describe a situation where you needed to proactively generate leads, what was the task? Have you ever done that”?

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Rebecca answered “No I don’t think I have. People come in with their shopping lists and just wander around, I suppose the closest think is food bank donations to be honest”. **(Score of 0).**

I decided to tailor the question into “Outside of the supermarket scenario, how would you and what steps would you take to generate leaders in a sales role? In both retail and online?

Rebecca answered, “Well I have never done anything online, so I don’t know how I would do it, maybe give them a sales discount code? I don’t know, I don’t really know anything about sales, I literally just work in a supermarket”. **(Score of 0).**

I noted here – ‘transactional’, and lack of ‘actual sales experience’.

I then asked, “So a customer is looking for a specific product, and it is out of stock, how would handle the situation, and what actions would you take to ensure the customer is satisfied”?

Rebecca answered, “I’d probably think, is there anywhere locally that would have that thing, obviously not ideal”! **(Score of 0).**

The store is massive and there are bespoke items available that will not be available in other stores, I noted here missed opportunity.

I then followed with, “So what actions would you take to ensure the customer is satisfied with your experience with them?

Rebecca answered, “Oh, I normally just them, have I been able to get everything you wanted, that sort of thing”. **(Score of 1).**

I wanted next to give Rebecca slightly easier question, so I asked, “How does closing a sale make you feel?”

Rebecca answered, “I don’t know, in supermarkets there’s not a lot of selling involved, you know they come in and get what they want. I have never done any actual selling before, so I don’t know”. **(Score of 0).**

I noted here – lack of experience.

I then moved onto another important part of the role, warehouse work, stock control etc., so I asked “Tell me a bit about your experience with general store work, so packing deliveries, stock control?

Rebecca “Yeah, I don’t really like unpacking deliveries, it’s not my favorite part of the job. I prefer the shop floor. When things are quite heavy coming off lorries, I don’t feel very comfortable with that.” **(Score of 0).**

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I noted here – Potential future issue, but shop floor ability. Capability?

I then responded with “When you are not comfortable with the deliveries, how do you go about it?”

Rebecca answered, “I just prefer not to do it. If there’s another option, I would prefer to take that, they can be heavy and awkward so yeah, it’s not what I want to do”. **(Score of 0).**

I noted here – team player?

I then looked to round of the interview by asking “are there any questions you would like to ask me in regard to the role?”

Rebecca asked solely about pay per hour, and I responded with the rough costs. **(Score of 1).**

We then went over notice periods, and I let Rebecca know that we are looking to decide over the next couple of days and I will give her a call to let her know the outcome successful or unsuccessful.

Decision Making Process

Following the conclusion of the interview, I reviewed my interviewing scoring matrix. Which I repeated from the selection matrix scoring and implemented it to each of the questions I asked the candidate.

The scoring was as follows: 0 - Does not meet criteria, 1 – Partly Meets, 2 – Fully Meets. 3 – Exceeds.

I was looking for a score of 30 out of 45, plus appropriate personal abilities to offer the role to the candidate and unfortunately, they did not meet the requirements I required for the role and so unsuccessful on this occasion.

The main reasons as follows:

- Committed and passionate about the cause of climate change and looking after the environment, but not personable enough to have influence in-store – I noted during the interview feeling lectured on the subject. Although Clean Quarters USP is heavily around the environment, I feel it did not fall in line to the job descriptions personal qualities.

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- Customer relations were not clear apart from helping them find something in the store, and even from that there were no positive feelings on the process, no thrills. Instead, my opinions, backed by my notes during the interview, was that Rebecca saw sales of simply being a transactional process.
- Online sales in recent years means survival for many organisations, and the assignment brief backs this up. Rebecca had no experience and no realistic interest in it. I listed knowledge of online sales as essential according to my selection matrix.
- I questioned the team working abilities and capabilities centered around the warehousing work, taking deliveries in from carriers etc. Rebecca was negative to the idea of helping with this aspect of the role, and it is desirable for the role according to my matrix. I also listed teamwork as essential, and throughout the interview Rebecca did not mention working with well or closely with colleagues.
- I felt in the end, Rebecca was competent, though not excellent (with the important warehouse work lacking) on experience. Rebecca however was not suited to the role with Clean Quarter when assessing their overall knowledge, skills, and personal qualities.