

Sales Assistant Interview Questions And Answers Guide.



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Sales Assistant Job Interview Preparation Guide.

Question # 1

What are your responsibilities as a sales assistant?

Answer:-

Main task of an assistant is to interact with customers around the store. The assistant answers any queries they might have, locates products on the shelves and explains how to use the products for best results. The goal is to try to make the customer's experience in the store as easy and efficient as possible.

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Question # 2

Tell me were you ever in charge of training new personnel?

Answer:-

If you can say yes on any level, discuss any such experience, even if you only trained a few persons to perform basic tasks. Do not exaggerate, but be confident and precise. Any training you were involved with serves to demonstrate good managerial skills.

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Question # 3

What are the important characteristics of a sales assistant?

Answer:-

A thorough understanding of the products, including how they work, the differences between them and how they are cataloged is crucial. At the same time one must be able to interact with customers in a friendly and efficient manner. Good memory, quick thinking, basic math, and customer-oriented communication skills are among the most important qualities.

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Question # 4

Are you familiar with cataloging?

Answer:-

Sales assistant has experience keeping the shelves stocked with products at all times. Assistants do not typically order merchandise themselves. But they scan inventories and catalogs continuously and inform senior personnel when stocks are low.

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Question # 5

How you maintain order in department?

Answer:-

Sales assistants keep the counters stocked, orderly, and clean. They put price tags where necessary. They can usually also arrange products on the shelves in such a way as to promote sales. In addition, they might create special signs which make products easier to find and promote sales as well.

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Question # 6

Why you choose to work in retail environment as sales assistant?

Answer:-

I have been always fascinated by the buzz of a retail environment. There is so much that is going on and it is this busy bee nature of the work that drove me to choose retail as my choice of career. I enjoy working with people and I am good at endorsing products.

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Question # 7

Describe a difficult situation that you handled successfully?

**Answer:-**

The retail world poses many problematic situations at times. It is not always easy to please customers and keep within the limitations set by the company. While servicing a customer, I was propositioned for a certain amount in dollars if I could unveil my company's pricing strategy. The customer was actually a spy competitor. I figured this much out and politely told him that I am not at a liberty to answer his question. I offered him a discount on the washing machine he was looking at and politely turned him away. He was almost screaming obscenities at me!

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Question # 8

As sales assistant how you deal with irate customer who is not satisfied by the product?

Answer:-

Always begin by apologizing that the product did not turn out what they expected it to be. Then, if the item is returnable I process a refund otherwise I politely explain the policy to the clients and am usually able to calm them down.

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Question # 9

Why should we hire you?

Answer:-

I possess all skills and abilities your job advertisement states plus I have extensive experience in the retail and customer service arena.

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Question # 10

Why did you leave your last job?

Answer:-

Tip: Do not give any negative comments regarding previous employer.
Due to my family relocation at San Diego, I was unable to continue my job.

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Question # 11

How did you cope? When you were challenged?

Answer:-

Last holiday season the staff was short and it happened that I had five clients waiting in a queue to be attended and the lady standing foremost was taking too much time in deciding. I did not panic, what I did was I explained the product details to her patiently and suggested appropriate products for her skin type. Still she wasn't able to make her mind so I handed her a catalog to study while I attended other customers.

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Question # 12

Are you familiar with inventorying, stocking of merchandise and other related responsibilities?

Answer:-

Any sales assistant has experience keeping the shelves stocked with products at all times. Assistants do not typically order merchandise themselves. But they scan inventories and catalogs continuously and inform senior personnel when stocks are low.

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Question # 13

Tell me what makes you a great candidate for this job of sales assistant?

Answer:-

My exceptional interpersonal skills, convincing power, and ability to create effectual displays make me an ideal candidate for this job.

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Question # 14

Tell me what kind of work schedule do you expect from our company?

Answer:-

I am generally okay with any work schedule and am willing to do extra shifts as and when needed.

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Question # 15

What you most enjoy about sales?

Answer:-

I love the challenge of understanding and catering for the client's needs in retails.

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Question # 16

Which traits you possess which have been a strength as sales assistant?

**Answer:-**

I am a people's oriented person, multilingual and great negotiator.

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Question # 17

Tell me have you used any retail sales system before?

Answer:-

Yes, I am very well versed in point of sales system and retail software.

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Question # 18

What you know about our products and services?

Answer:-

I am aware that you deal in technology and electronics ranging from small items like mobile phones, irons to massive items like 3D televisions. You also provide home electrician and electronic repair services.

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Question # 19

What are the more important characteristics of a sales assistant?

Answer:-

The ability to understand what you are selling and who you are selling to are the two most important things. Complete product knowledge and the ability to relay that information to the customer who wants to buy it is not the easiest of jobs but is necessary in order to be successful as a sales associate. Additionally, I sales associate needs to be very focused on delivering quality services and ensuring that any conflict is managed in a professional manner.

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Question # 20

Describe one achievement that you are proud of?

Answer:-

While working at Tesco, I was given two targets - the store's sales target and my own. I was expected to meet either the end of six month. Within four months, I had met both by a 100% and awarded an immediate raise!

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Question # 21

Tell me how you manage order in your department?

Answer:-

I ensure that every shelf is stocked appropriately and that everything is arranged in a neat and clean manner. I also ensure that price tags are up to date and that display designs are managed in a manner befitting the present promotion.

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Question # 22

Describe an instance when you handled a difficult customer?

Answer:-

One day a man came in great fury. He had purchased a TV the previous day and had requested for an electrician to install the fittings at his residence. Due to staff shortage, the electrician he had paid for could not reach his place timely. I calmed him down by apologizing and then politely told him that he will be there shortly and also offered him a refund apologizing again for the inconvenience caused. He left satisfied and I immediately informed the management about the issue.

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Question # 23

What are your career goals as sales assistant?

Answer:-

With this question, the interviewer wants to know your ability and ambition to develop yourself as well as the ability to plan for the future. An example of good answer might be:

If you are not sure about your goals, you should answer:

I'm busy contributing with the goals of the Company; that is the reason why, I have not focused much on my personal goals.

If you have goals:

Try to tell it being as honest as possible, without exaggeration because, it could lead to contradictions.

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Question # 24

What experience you have in the retail arena?

Answer:-

I have worked extensively in the retail business. Previously, I worked as a customer relationship associate at XYZ where I was responsible for providing product information and ensuring that a sale is closed in a professional manner. I also have hands-on experience in inventory management and have some experience dealing with product vendors.



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Question # 25

Tell me what were your responsibilities at your previous job?

Answer:-

I was responsible for maintaining a neat and clean section with persuasive display of products, greeting clients, understanding their product preferences and expectations, suggesting the appropriate product, testing it, processing warranty, operating POS cash register for payment and issuing corresponding receipt.

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Question # 26

What is the best thing you feel about retail sales profession?

Answer:-

Meeting new people every day. I like to meet new people and if I'm selling fashion products like this position requires me to, I love to discuss the detailed features and specifications of various cosmetics and skin products since I have deep rooted interest and ample knowledge regarding skin products.

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Question # 27

So tell me how you maintain updated knowledge regarding products and services?

Answer:-

Always make notes to familiarize myself with the product specifications and pricing. Once I become well versed in offered products, services and packages, I only keep notes of new product launches either in form of short placards or small sticky notes behind the counter. I also read instruction manuals and catalogs that come with various products in my free time.

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Question # 28

Why you leave your last job?

Answer:-

It is a very special question because the interview wants to know your motivations. A sample of bad answer might be "For money" this answer could lead to misinterpretations, for example that you do not want to work in the company to contribute with your abilities, but only for the money. Remember that interviewers want to hear responses, in which the main motivation is personal growth. A sample of good answer might be:

I left my last job because there, the company does not have opportunities for personal growth.

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Question # 29

What kind of salary are you looking for a sales assistant?

Answer:-

This is a very difficult question to answer, because with this question, the interviewer wants to know the value of your effort for yourself. A sample of bad question might be "Any salary is fine for me", this shows that you do not value your effort.

A sample of good question might be:

In my last job my salary was \$6000, but I think that you will see that I worth more.

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Question # 30

What important topics that interviewers take into account?

Answer:-

Some of the most important topics that interviewers take into account are:

* Personal Information:

It is important to know all your CV says.

* Knowledge of sales:

Your experience in sales.

* Strengths:

A thorough knowledge of all your skills.

* Challenges:

If you are a person with desire to succeed.

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Question # 31

Don't you think you are overqualified for sales assistant in this company?

Answer:-

One of the most common sales assistant interview questions. With this question, the interviewer wants to know your confidence. A sample of bad answer might be "I hope so" this shows your lack of character and confidence. To answer this question, remember to have a perfect knowledge of your skills and try to relate them with your answer.

A sample of good answer might be:

I am sure, I am the perfect candidate for this post because, I am (Here, you can enumerate your qualities and say how them can be useful for the company).

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Question # 32

How you sell me this pen?

Answer:-

Definitely, this is the favorite question for interviewers. The answer to this question could express if you have the enough skills to know the different kind of customer's demands. First of all, keep calm, this is very important because, many times nervousness can often lead to mistakes. Once calm, be yourself and show your skills. There are not examples to answer this question because, it only depends on you.

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Question # 33

Can you tell me a little more about yourself?

Answer:-

Usually, any job interview starts with this question. This is a questions that allows interview to know a little more about you, "break the ice" of the interview and have a little more confidence between interviewer and interviewee. To ask this question, you must be quiet and start by saying your name, age, hobbies, favorite sport and describing some important qualities.

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Sales Most Popular Interview Topics.

- 1 : [Sales Frequently Asked Interview Questions and Answers Guide.](#)
- 2 : [Marketing Sales Frequently Asked Interview Questions and Answers Guide.](#)
- 3 : [Sales Ability Frequently Asked Interview Questions and Answers Guide.](#)
- 4 : [Sales Coordinator Frequently Asked Interview Questions and Answers Guide.](#)
- 5 : [Sales Manager Frequently Asked Interview Questions and Answers Guide.](#)
- 6 : [Sales Promoter Frequently Asked Interview Questions and Answers Guide.](#)
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