

# Interview Guide: In-Store Branch Positions



Interviewing candidates for an in-store position requires a thoughtful and strategic approach. The questions you ask play a critical role in selecting the right person to represent your financial institution in a dynamic, customer-focused environment.

To support a productive interview, we recommend using open-ended questions that encourage candidates to share their experiences, personality, and communication style. Listening closely to their responses offers valuable insight into their ability to manage stress, engage with diverse people, and thrive in a fast-paced setting.

## Sample Interview Questions

- What prompted you to apply for a position at our in-store branch?
- How do you stay focused and productive when faced with frequent interruptions and distractions?
- How do you view competition, and in what types of situations do you consider yourself competitive?
- How do you feel about the statement, “The customer is always right”?
- Share some ideas you have for attracting new customers to an in-store branch.
- What strengths will you bring to this role?
- If we have lunch five years from now, what would have to happen for you to feel proud of your performance during that time?
- What do you like most about your current or most recent job? What would you change if you could?
- What do you think are the pros and cons of working with the public?
- How do you feel about initiating conversations with people you haven’t met before?
- What interests you most about the concept of in-store banking?
- What makes you the best candidate for this job compared to others?
- Tell us about a previous coworker you did not get along with and how you handled the situation.
- What would your current or previous coworkers say about your work ethic and professionalism? What would your supervisor say?
- Tell us something about yourself that demonstrates a unique skill or ability you would bring to this role.
- What is the most important life lesson you have learned?
- What is your greatest strength, and how will it support the vision of our financial institution?
- Tell us about a recent conflict, personal or professional, and how you resolved it.
- Is your schedule flexible enough to regularly work evenings and weekends?

- How do you feel about working on or leading a multigenerational team?
- What do you want to be when you grow up?
- How would you describe your personal brand?
- What do you expect from a supervisor?
- What aspects of your previous job did you enjoy most? What did you enjoy least?
- What motivates you?

## Unique Interview Practices

To get a better sense of a candidate's ability to engage, think creatively, and connect in real-time, consider incorporating one or more of these interactive elements into your interview:

### 1. Sales Demonstration

Hand the candidate a random object (e.g., a candy bar, slinky, or stapler) and ask them to sell it to you. This exercise showcases their ability to think quickly and connect through conversation.

### 2. Aisle Time Observation

Ask the candidate to spend a few minutes walking the store with you. Observe their focus, comfort level, and ability to make eye contact, smile, or interact naturally with shoppers or store associates.

### 3. 60-Second Commercial

Ask the candidate to prepare a one-minute presentation on a selected topic - such as your financial institution, an account or service, or even themselves. This gives insight into their creativity, confidence, preparation, and communication style.

Effective interviewing for in-store positions requires consistency, intention, and a focus on identifying candidates who can confidently engage with people in a dynamic retail environment.

The questions and activities in this guide are designed to help you evaluate communication style, situational awareness, and the ability to build rapport quickly.

Use this guide as a flexible framework rather than a script, allowing space for natural conversation and deeper follow-up where appropriate. Strong hiring decisions come from observing both what candidates say and how they interact throughout the interview experience.

This approach will support the selection of individuals who are well-prepared to represent the organization with professionalism and a strong member-first mindset.