



# CERTIFICATION TEST

Updated 2022

Consultant Name \_\_\_\_\_ Consultant Number \_\_\_\_\_

Today's Date \_\_\_\_\_ Store \_\_\_\_\_ **Manager Trainee**    **Yes**    **No**

Manager/Sales Manager administering test: \_\_\_\_\_

## SPECIAL NOTICE

No one can take this certification test without **DEMONSTRATING** the ability to shorten coat sleeves by hand AND alter trouser length using a blind stitch machine.

I, \_\_\_\_\_ have been trained and can confidently shorten and coat sleeve by hand and alter pant lengths on a blind stitch machine.

<b>FIRST IMPRESSIONS</b>	12 points - _____	=	_____ score
<b>PRODUCT KNOWLEDGE</b>	51 points - _____	=	_____ score
<b>CUSTOMER / PRESENTATION</b>	42 points - _____	=	_____ score
<b>FITTING OUR CUSTOMER</b>	57 points - _____	=	_____ score
<b>ADMINISTRATION</b>	41 points - _____	=	_____ score
<b>BONUS</b>	5 points - _____	=	_____ score

<b>TOTAL SCORE</b>	<b>208 points</b>
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%

**100%**

**90%**

**80%**

**70%**

**SCORE**

**208 Points Perfect Score**

**187 Points Pass**

**166 Points Pass**

**146 Points Pass**

**Below 146- must take again verbally with  
Sales Manager**

**SALES MANAGER/SENIOR MANAGER MUST VERBALLY REVIEW  
ALL ANSWERS NOT CORRECT WITH CONSULTANT, AFTER THEY  
TAKE THE TEST**

## **DO FIRST IMPRESSIONS SELL? (12 points in this section)**

1. As a Service company (providing a service), Tuxedo Junction is different from many other retailers. **(4 points total- 2 points each)**

A. When a customer comes into our store to make a formalwear selection, (as opposed to when they shop for casual clothing at Macy's) what are they really looking for?

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B. As an associate at Tuxedo Junction, how is your position/role in the store different than it might be at Burger King or Wendy's? Will this **Benefit** you in your future career?

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2. Why should you **avoid** staying behind the Front Counter or in the Backroom as much as possible? Explain how that might affect a customer's **IMPRESSION** of you or your store? **(2 points)**

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3. List four ways to make a good First Impression. **(4 points)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

4. The average age of a bride is 27. The average age of a groom is 29. Why is our **DRESS CODE** so important? **(2 points)**

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**PRODUCT KNOWLEDGE** **(51 points in this section)**

5. List the three (3) different coat styles. **(3 points)**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

6. What are the three different style lapels we carry? **(3 points)**

1. Traditional \_\_\_\_\_

2. Conservative \_\_\_\_\_

3. Contemporary \_\_\_\_\_

7. What is the difference between Slim Fit Coat and Classic/Modern Fit Coat? **(2 points)**

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8. What is the proper attire for each event (if listed on customer's invitation): **(4 points)**

1. Black Tie "Required" or "Only" \_\_\_\_\_

\_\_\_\_\_

2. Black Tie Optional Event \_\_\_\_\_

\_\_\_\_\_

3. White Tie Event \_\_\_\_\_  
\_\_\_\_\_

4. Creative or Progressive Black-Tie Event \_\_\_\_\_  
\_\_\_\_\_

9. What is the difference between a **suit** coat and a **tuxedo** coat? (2 points)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. What is a **self-faced** lapel? (2 points)  
\_\_\_\_\_  
\_\_\_\_\_

11. **Couture 1910 Retail Suit:** A customer wants to purchase this suit in NAVY, but you do not have it in the store. How would you properly take his measurements to be able to order from the Retail Department? (2 points)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

12. Define the words: (DO NOT GIVE EXAMPLES) (2 points)

A. Feature \_\_\_\_\_  
\_\_\_\_\_

B. Benefit \_\_\_\_\_  
\_\_\_\_\_

13. When benefits seem **obvious**, what is the biggest mistake most salespeople make? **(2 points)**

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14. List the **two** important reasons why we sell **BENEFITS** and not just features. **(2 points)**

*Answers:*

1. \_\_\_\_\_

2. \_\_\_\_\_

15. Rewrite these **feature** statements to include at least one customer **BENEFIT**:

A. “This car is equipped with a back rearview camera.” **(2 points)**

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B. “This Michael Kors tuxedo is slim fit, and the fabric is 130’s wool.” **(2 points)**

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16. Why is the rental price of the Black Mason more than the Black Providence? Please mention the feature and benefit comparison **(2 points)**

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17. Will most customers choose “**Value**” over “**Price**” when making a buying decision? (Explain) **(2 points)**

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18. Commodity **(2 points)**

A. What is a commodity purchase?

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B. Is a tuxedo or suit a commodity when selecting formalwear? Why?

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19. List **one** benefit statement of renting a vest with a tuxedo or suit that you could present to a bride and groom during their visit to your store. **(2 points)**

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20. By using Feature and Benefit selling, what skills do you hope to develop in your career at Tuxedo Junction and can this **benefit you** later in life in another career? **(2 points)**

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21. List the five (5) parts of the Tuxedo Junction F.A.C.T.S. (Selling our service) during a presentation. **(5 points)**

F 

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A 

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C 

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T 

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S 

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22. List the six steps in the Wedding Presentation Pyramid. **(6 points)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

23. List the four (4) categories of **Rental** customers that come to Tuxedo Junction. **(4 points)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**CUSTOMER SERVICE / PRESENTATION** **(42 points in this section)**

24. When a bride in your store states she has out-of-town groomsmen and seems concerned about their outfits. How do you address her concerns? (Don't list how it works, we should know that.) **(2 points)**

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25. A customer walks into the store and they just visited a competitor who is offering a price of **\$139.95**. The only way they will book with us if we match the price. How do you overcome this objection and get them to register with you regardless of price? **(2 points)**

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26. List five (5) of the twelve (12) Fact Find Questions in a Wedding Presentation. **(5 points)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

27. A customer enters the store and informs you that he would like to purchase a **black bow tie**. What **two** things should you always do to increase this sale and possible future sales? **(2 points)**

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

28. A **Special Event** customer enters your store and informs you that he will be going to a Fundraising Gala and will need to rent a black tuxedo. List **three** things you can tell him to convert him to a retail sale. **(3 points)**

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

29. The bride's **second biggest fear** regarding her men's formalwear is that everything fits the **DAY** of her wedding. Explain during your wedding presentation to the bride and



groom, how our measuring and fitting procedures work. Without being **NEGATIVE**.  
(Paint a picture.) **(2 points)**

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30. It's a Monday evening and you have no customers in your store. You are doing one-week orders and the other associate is calling Leadster. A bride and groom enter the store and you approach them. What should the other associate do immediately and how can this help your presentation? **(2 points)**

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31. You are **working alone** in the store helping a customer and another couple walks in.  
A. How do you greet the second couple? **(2 points)**

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B. How do you return to the original customer?

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32. Answering the telephone in the first **THREE** rings is very important. How do you handle this when you are with a customer? How do you handle the customer in the store? How do you handle the customer on the phone? **(2 points)**

1. Customer in the store:

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2. Customer on the phone:

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33. Answering the telephone: Please fill in and explain what they are. **(5 points)**

**S** \_\_\_\_\_

A \_\_\_\_\_

P \_\_\_\_\_

P \_\_\_\_\_

A \_\_\_\_\_

34. What are typically a bride's **two** biggest **fears** when it comes to her wedding formalwear? (We already gave you one) **(2 points)**

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

35. A customer comes in and needs to be measured for a wedding. The wedding is out-of-town and is **not** with one of our stores. **(3 points)**

A. How should he be treated?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

B. What steps would you take to measure him?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

C. Why don't we charge for this procedure?

\_\_\_\_\_

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36. The average age of a bride is 27 years old, and the groom average is 29 years old. Obviously, they have cell phones. Recent studies show that they do not want to be taken care of (in a wedding related store) by a person who is using a cell phone or has it nearby. Why do you think that to be **true** even today? **(2 points)**

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37. A. When a customer has a concern or complaint, what are the **two** things we should never do? **(4 points total 2 points each)**

1. \_\_\_\_\_

2. \_\_\_\_\_

- B. How do you fill out a CSR? Where are they in your store?

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38. When doing Leadster calls, explain what you would say to a bride-to-be when you telephone her. **(2 points)**

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39. A gentleman enters your store and approaches the counter saying, "The pants keep falling down. And look at this clip that broke. Don't you check these things?"!!!! **(2 points)**

List the 2 of the 4, Do's and Don'ts of handling this customer's complaints.

1. DO: \_\_\_\_\_  
\_\_\_\_\_

DON'T \_\_\_\_\_

2. DO: \_\_\_\_\_  
\_\_\_\_\_

DON'T \_\_\_\_\_

**FITTING OUR CUSTOMER** (57 points in this section)

40. Customer is 5'10" and 365 lbs. With a tape measure his neck is a 19.5." What size shirt would he be? Explain why. (2 points)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

41. If a customer is obviously larger than a size 64, what procedures should be followed: (2 points)

A. What procedures should you take to be sure of the customer's size?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

B. If the customer is over size 70 and the style he wants doesn't come in his size, what would you do?

\_\_\_\_\_  
\_\_\_\_\_

42. What is the largest shirt size we carry in any style? (2 points)

\_\_\_\_\_

43. Measuring and fitting children: **(4 points total- 2 points each)**

A. What do you do if you have a **two-year old** ringbearer needing a rental tuxedo?

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B. What do you do if a child is under age 12 and is wearing men's sizes when you measure him?

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44. Why do we use fitter merchandise and what is our **goal** regarding **First Fittings** (taking someone's measurements)? **(2 points)**

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45. IMPORTANCE OF A SECOND FITTING: **(6 points total- 2 points each)**

A. After you have done a measurement fitting, how do you explain the **Second Fitting Procedure?** (When & Where) Paint a Picture

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B. What would the customer's **EXPECTATIONS** be when he arrives to "**pick-up**" his order if your store **DID NOT** explain the Second Fitting **properly** at measurement and now, he has to return the next day for an adjustment? Positive? Negative? Explain why?

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C. What would his **EXPECTATION** be if Second Fitting was explained **properly** at his First Fitting, and he needed an adjustment and had to return to the store tomorrow? Positive? Negative? Explain Why?

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46. Approximately **90%** of all males would be what coat length? **(4 points)**

A. People 5'7" would be in what coat length? \_\_\_\_\_

B. People 6'5" would be in what coat length? \_\_\_\_\_

C. People 5'10" would be in what coat length? \_\_\_\_\_

D. People 6'2" would be in what coat length? \_\_\_\_\_

47. Approximately 90% of all males have a \_\_\_\_\_ inch difference in their waist size and coat size. What inch difference to we use \_\_\_\_\_? **(2 points)**

What are the exceptions? **(6 points)**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

48. Please fill in the following coat sizes: **(Follow Measurement Math)** **(5 points)**

Customer A:            6'0"    34 sleeve        31 waist        Coat size        \_\_\_\_\_

Customer B:            6'5"    38 sleeve        39 waist        Coat size        \_\_\_\_\_

Customer C:            6'1"    35 sleeve        33 waist        Coat size        \_\_\_\_\_

Customer D:            5'8"    32 sleeve       31 waist       Coat size       \_\_\_\_\_

Child A:                4 years old                20 waist       Coat size       \_\_\_\_\_

49. When an out-of-town groomsman sends in his sizes, and they seem **way off** or are **missing sizes or height and weight. (4 points total- 2 points each)**

A. What would you do and why?

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B. Should you contact the bride and groom? If so, why?

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50. When doing a Second Fitting, how would **YOU** know a customer's sleeves are **too long**? **(2 points)**

Explain\_\_\_\_\_

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51. When doing a Second Fitting, you notice that a customer's coat sleeves are way too long. He tells you they are fine. What should you do? And why? **(2 points)**

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52. A customer is leaving early Friday morning for a Saturday out-of-town wedding. What day **and** time should the Second Fitting take place? **(2 points)**

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53. A father of the groom comes in and tells you that his son is working tonight and wants to take home his son's tuxedo for him to try on. How do you persuade this customer to have his son's Second Fitting in store? **(2 points)**

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54. Your blind stitch machine is broken, and a customer needs to have his pants altered **that day**. What do you do? (2 points)

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55. A customer calls on Saturday morning and needs to rent a tuxedo or suit within a few hours. How would you handle this? (2 points)

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56. Mr. Jim Smith is in the Taylor Party, order # TBM101-15123. He is not taking his tuxedo with him because he needs adjustments. He needs a style 195 coat, one size bigger than his original 44 Regular. He also needs a replacement shirt style #137. His L5 was too tight in the neck. He needs it for the next truck on Friday 7/26. Complete the form.  
(6 points total- 2 points for the card)

ADJUSTMENT ORDER			
PICK-UP STORE	<input type="text"/>	EMPLOYEE #	<input type="text"/>
DATE PROMISED: _____		TIME: _____	
TUX LEFT IN STORE:		YES	NO
<input type="checkbox"/> Entered into WinTux		<input type="checkbox"/> FedEx/Ups	
ORDER #: _____			
EVENT: _____			
NAME: _____			
	COLOR	STYLE	SIZE
COAT			
PANTS			
SHIRT			
SHOES			
VEST			
TIE			
ORIGINAL ITEMS AND SIZES:			
COAT		PANTS	
SHIRT		ACCESS	
REASON FOR ADJUSTMENT ORDER			
ADD ON/EXCHANGE DONE BY _____			

Why do we do a written Adjustment Order (and not just WinTux) for replacements? **(2 points)**

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Where does the card go when completed and keyed into WinTux? **(1 points)**

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Where does the card go when the Adjustment Arrives? **(1 points)**

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**ADMINISTRATION (41 points in this section)**

57. What is GAPIE, when your orders arrive from the warehouse? **(5 points)**

G\_\_\_\_\_

A\_\_\_\_\_

P\_\_\_\_\_

I\_\_\_\_\_

E\_\_\_\_\_

58. A wedding attendant comes into the store to be measured and announces that he is in the Smith wedding party on May 15<sup>th</sup> that is registered at your store. What procedure do you do to start his order? **(2 points)**

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59. A customer has a Second Fitting date scheduled for Wednesday, June 15th. What do you do if: **(4 points total- 2 points each)**

A. He calls your store on May 5th and wants to change the pick-up location or styles.

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- B. He calls on June 10th and wants to change the pick-up location or styles and the order is in **Processing** at the production facility. What “operational rule” applies here and why do we have the rule?

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60. A customer returns his tuxedo and is missing the bow tie. **(2 points)**

A. What should you do FIRST and why?

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61. What is our **refund policy**? **(2 points)**

A. Retail Sales

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B. Rentals

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62. Completing a Rental Order: **(2 points)**

A. What is the \$7.00 Stain and Handling Fee for? Is it Mandatory?

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B. The customer's total is \$201.38. How do you ask for payment?

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63. You are closing the register at the end of the night, and you are short \$37.21. What procedures should you and the other associates do before going home. **(2 points)**

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64. During a presentation, you cannot seem to get the bride and groom to reserve, but you are ready to at least get a "**potential.**" **(4 points total- 2 points each)**

A. How do you get the necessary information from her?

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B. How do you follow up with a **potential** and what is our ultimate goal?

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65. What is the proper way to ask for a credit card imprint on a **RENTAL** customer who is paying **cash**? **(2 points)**

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66. Why do we need a **credit card** and **E-signature** on file before a tuxedo leaves the store? **(2 points)**

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67. If you **START** an order and find that the **Printed** Wedding Planner and **WinTux** Event Form **DO NOT** match, what do you do? **(2 points)**

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68. Why do we have a written planner when we have a WinTux Event Form? **(2 points)**

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69. A bride calls you **3-months before** her wedding date and changes the tie style for all the guys in her wedding. What procedures do you do? **(2 points)**

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70. When a wedding attendant enters the store to be measured, **why** do you have to pull the Written Planner **first**? **(2 points)**

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71. Our Commitment To Service. Please explain below what happens during each fitting. **(Before Event Date)** **(4 points)**
- FIRST VISIT \_\_\_\_\_

SECOND VISIT \_\_\_\_\_

THIRD VISIT \_\_\_\_\_

FOURTH VISIT \_\_\_\_\_

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72. What days should we schedule Groom Try Ons? And when is the return day? **(2 points)**

**BONUS** **(5 points)**

72. In week one (1) of the Training Manual a few ex-associates sent letters about their Employment at TJ. What did you take away from their experiences?

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Your Certification Test will now be sent to the Main Office to be corrected. You will pass with a minimum score of 146 (this will include the bonus question):

Please know that the Weekly Recap Sheets from Week 1 - Week 6 of the Training Manual need to be sent to **TBM104**; Attention: Nancy Marotta. If they have not been sent in, it may hold up a possible pay increase you may receive by passing this test.

Thank you and **GOOD LUCK!**