



# Retail Management Assessment Inventory (RMAI®)

The RMAI instrument helps provide a standardized measure of potential for success in retail management and can be useful for helping select dealers, unit managers, assistant managers, and franchisee applicants. The instrument helps evaluate an individual's interest in, motivation toward, and knowledge about retail management. The RMAI may be used for personnel selection and placement and for evaluating candidates' training needs.

Create a top-of-the  
line management team for  
bottom line results.

One client assessed over 450 store  
managers using the RMAI in order  
to benchmark current managers for  
improvement actions.

## Dimensions of Measurement

**Background and Work Experience:** management-related education, training and experience

**Management and Leadership Interest:** interest in management and supervisory positions, and attitudes and behaviors that facilitate strong managerial leadership

**Management Responsibility:** extent to which individuals take personal responsibility and control of their work performance and achievement

**Understanding Management Procedures and Practices:** understanding of basic retail management practices and common sense in handling customer situations

**Customer Service:** understanding of customer needs and the impact of employee behaviors on buying decisions

**Managerial Arithmetic:** basic math ability as it relates to inventory, payroll, and profit analysis

**Energy Level:** degree to which an applicant demonstrates the work pace and endurance of a high achiever

**Management Orientation:** self-report of individual personal traits associated with management success

**Job Stability:** work values that encourage a long-term outlook on employment

**Business Ethics:** attitudes toward upholding high business standards and practices

**Management Potential Index:** the overall suitability for life in a retail management setting

## Benefits of the RMAI

- Hiring of ethical managers who understand your business
- Reduction of costly turnovers in key positions
- Improvement in customer service
- Selection of managers who can motivate your employees

## Administration & Scoring

- Internet
- Paper & Pencil

Effective managers create a work environment that encourages employees to be productive and motivated, leading to a healthier bottom line for your organization. Creating a management team that understands the retail environment and the importance of superior customer service is essential to increasing profits and ensuring repeat business.

**Number of Items:** 242  
**Duration:** 60-75 Minutes