



B2B SALES PROGRAM SALES ROLE PLAY ASSESSMENT (BRPA) TEST GUIDE

WHY DO AT&T AND ITS AFFILIATES TEST?

At AT&T, we pride ourselves on matching the best jobs with the best people. To do this, we need to better understand your skills and abilities to make sure that you are indeed the right match for the job. Our ultimate goal is to set you up for success in your career at AT&T (that is, if AT&T is the right match for you). Research has shown that tests provide accurate measures of people's skills and abilities and, therefore, we use tests to identify people who are the best match for the job. Our philosophy is simple...if you succeed in your role, then we succeed as a company.

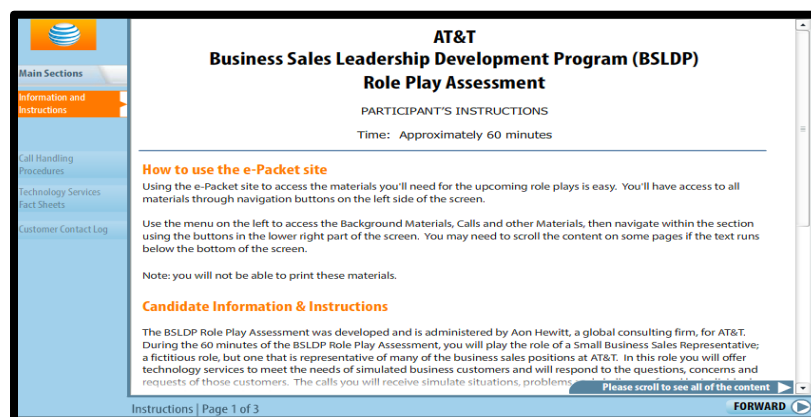
WHAT IS THE BRPA SALES ROLE PLAY ASSESSMENT (B2BSP-SRPA)?

The B2B Sales Program – Sales Role Play Assessment (BRPA) is a live role play assessment that assesses skills which are critical for effective performance in AT&T Business Sales positions. The assessment process takes approximately 60 minutes to complete, and is administered remotely using a personal computer with an internet connection.

Each job candidate is required to assume the role of a business sales representative for a technology company, and will be asked to handle two calls from role play assessors who will act as customers of the company. The calls may be handled either using a video chat application or as voice phone calls. Candidates will first review materials related to their role in this assessment, including information regarding the customer accounts and company procedures. Then candidates will handle the customer calls included in the assessment.

WHAT CAN I EXPECT TO SEE ON THE ASSESSMENT?

SAMPLE ASSESSMENT SCREEN





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WHAT CAN I DO TO PREPARE FOR THE ASSESSMENT?

At AT&T, our goal in testing is not to cause you to fail; rather, our intent is to set our employees up for success. Remember, we succeed when you succeed. Assessment materials are provided with complete and specific instructions. There are no specific materials you should study beforehand in order to prepare yourself. However, if you pay close attention to the supplied instructions and information, you will greatly increase your chances of performing well and displaying your aptitude for the job.

HOW WILL THIS ASSESSMENT BE ADMINISTERED?

You will receive an email inviting you to schedule yourself for the assessment. After scheduling, you will receive a second email providing you with further assessment preparation instructions. You will complete the assessment remotely, from a location of your choosing. In order to perform your best, please choose a location that is free of any verbal or visual distractions. Candidates have two assessment administration options, over the phone or over webcam. There is no advantage or preference for utilizing one option over the other.

Candidates must have access to a phone and a desktop or laptop computer that complies with the following technical requirements:

- High Speed Internet

- Internet Explorer version 7.0 or greater; or Firefox 3.0 or greater

- Disabled pop-up blockers

- Please note that this assessment cannot be loaded on an iPad, tablet computer, or mobile device

Try to be ready for your assessment at least 15 minutes before your scheduled test time to give yourself time to relax before the assessment begins. At the scheduled start time, you will be provided access to an online assessment platform that will allow you to review all the material you will need to engage in the role-play. After reviewing the material for a pre-determined time, an assessment administrator will call you to ensure you are ready for the role-play calls. Please feel free to ask questions before the role-play calls begin, and be sure you understand the format of the B2BSP-SRPA.



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WHAT CAN I DO TO PERFORM MY BEST ON THE ASSESSMENT?

- ✓ *Relax.* Be yourself and deal with the customer in your own, natural manner.
- ✓ Bear in mind that you are expected to *adapt to different types of people* and deal with others in a socially adept manner.
- ✓ Your communication skills will be assessed, so you should *speak clearly and naturally*. Try to avoid sounding stifled or artificial.
- ✓ *Get in the role of the job incumbent and stay in this role.* Just as you are in this role, so are the assessors, so play along even when it feels artificial. Once the exercise starts, the assessors will be in role and will stay in role. As a result, you won't be able to ask them questions about how to proceed or what you should be doing.
- ✓ *Read the background materials carefully and use them appropriately in the exercises.*

RETEST INTERVALS

If you do not qualify on the B2BSP-SRPA, do not be discouraged. Perhaps, this would indicate that this position is really not the best match for you. Who knows – perhaps a better, more closely matched opportunity awaits you. If you feel strongly that this is the right position for you, then you may reapply and initially retest after six months. Subsequent reapplication and retest periods are at one-year intervals. However, please note that test standards are periodically updated to reflect current abilities and skills required for our jobs. Therefore, it may be necessary to meet new test standards should they be introduced.

SUMMARY

When you succeed in your job, AT&T succeeds as a company! Successful completion of the B2BSP-SRPA is one of the qualifications you will need for possible placement into jobs requiring this test. Additional testing may be required for certain positions.

Thank you for your interest in starting (or expanding) your career at AT&T!

AT&T and its affiliates support and comply with the provisions of the Americans with Disabilities Act (ADA) and other Federal and State laws that specifically assist individuals with disabilities. If you have a limiting disability and need special testing arrangements, please ask your local Employment Office or Placement Bureau personnel for information about the testing accommodation process.