



Description of Test (DOT)

SMALL BUSINESS INBOUND REP INTERVIEW – ROLE PLAY

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This **DOT** is designed to help you prepare for the Small Business Inbound Rep Interview-Role Play. This information is being made available to you now so that you can review it at your own pace.

Overview of the Interview-Role Play

For the Small Business Inbound Rep position, you will participate in a combined Interview-Role Play. In order to prepare for the Interview portion, please refer to the DOT titled “Behavioral Interviewing” which may be found here:

<https://www.centurylink.com/static/Pages/AboutUs/CompanyInformation/Careers/dots.html>. After you have responded to the interview questions, you will participate in a role play in which you will play the role of a Sales and Service Consultant for UniCard, a credit card company.

Prior to the role play, you will be given **15 minutes** to review the information needed for the role play. During the role play, you are expected to do the following:

- Communicate clearly to the customer, with energy and enthusiasm, responding accordingly.
- Determine the customer’s service needs, take ownership of the problem, and ensure that the customer’s issue has been resolved to the customer’s satisfaction.
- Transition the customer issue to a sales opportunity.
- Consult with the customer by asking open-ended and probing questions to uncover the customer’s needs, desires, and uses for the products that are being offered.
- Overcome customer objections by determining the nature of the concern(s).
- Finalize the sale (without a call-back). As part of this process, recap the sale by restating the pricing as well as letting the customer know what to expect on his/her next statement.

Once your 15-minute preparation period has concluded, the individual playing the role of the customer will call you. At that time, you will have the opportunity to ask any clarifying questions before the role play begins. During the role play, another individual will be listening to the interaction between you and the customer. This individual will not interact with you during the role play, but will provide feedback at the conclusion of the role play.

What the Role Plays Measure

Dimension	Definition
Resolving the Customer Service Issue	Addressing and resolving the customer issue, taking ownership of the situation.
Transitioning to the Sale/Interviewing Questions	Transitioning the customer call from a service issue to a sales opportunity, asking the right questions to determine the customer’s needs.
Describing the Product/Service and Benefits	Engaging the customer by emphasizing potential benefits of the product/service. Seizing opportunities to demonstrate and leverage points of agreement to change the customer’s perspectives, behavior, approach or goals. Explaining the features and benefits of a product/service so that the customer wants it and sees how it will fulfill his/her needs.
Overcoming Objections	Overcoming obstacles and challenges by effectively handling rejection and disappointment and uncovering the customer’s concern(s); addressing and re-framing any concerns that the customer has about the product/service.
Closing the Sale	Moving the customer toward the sale (no call-back), without waiting for the customer’s permission to do so; recapping the sale; setting expectations with the customer.
Communicating with Impact	Dialoguing clearly with the customer, using an energetic and enthusiastic tone, while demonstrating active listening skills.

Frequently Asked Questions (FAQs)

Question	Response
What may I do to prepare for the role play?	You will be working with limited information for the role play. Do your best using the information you have. Please note that there is not any one “right” way to handle these situations. There are many ways to approach a situation - some are more effective than others. You will be evaluated on how effective you are at meeting the role play objectives. It might be helpful for you to find a partner with whom to role-play. Ask your partner to play the role of a customer who is not happy with his/her service. Practice your skills in resolving the issue and working with this customer to address his/her needs and to retain him/her as a customer.
How is the role play administered?	The role play will be administered over the phone. You will be presented with the role play information, scratch paper, pens or pencils, a clock or timer, and a calculator (for basic math computations). You will be given 15 minutes to prepare.
How much time is allowed for the role play?	The role play will last no more than 15 minutes . Please take the role play seriously as this information will be used as part of the selection decision-making process.
How is my score determined?	Your role play will be evaluated and scored on the criteria above by a two-member panel.
Will I receive feedback on my score?	Yes, the two-member panel will provide you with some feedback upon the conclusion of the role play. You may not be informed of your qualification status on site. Instead, you may receive a communication from our Applicant Tracking System (ATS) indicating your qualification status.
What happens if I don't achieve a Passing score?	You may attempt the role play again after six months.
What if I need an accommodation to take the role play?	CenturyLink provides accommodations in testing conditions to qualified applicants with disabilities during the administration of pre-employment screens, to the extent such accommodations are reasonable, consistent with the nature and purpose of the examination, and necessitated by the applicant's disability. CenturyLink's objective is to provide effective and necessary accommodations to qualified applicants as defined under the Americans with Disabilities Act, without substantially altering the nature of the screening process. Each applicant's request for test accommodations is evaluated on a case-by-case basis. If you think you need a test accommodation, please send an email to the HR Testing Inbox: hr.testing@centurylink.com .

PLEASE NOTE: The purpose of this guide is to provide information which will assist all candidates in their performance during the combined Interview-Role Play. Your performance is determined by many things such as your education, experiences and skills.