

# Quick Guide to Becoming an Agent

**BULATS - Business Language Testing Service**



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## **An introduction to BULATS**

BULATS is a multilingual tool for companies and organisations that need a rapid, reliable and cost effective way of assessing the language skills of employees, trainees and job applicants.

BULATS tests communication skills that are needed in real business situations. It enables you to test all four skills – listening, speaking, reading and writing – in four languages. BULATS is available in English, French, German and Spanish.

BULATS is developed and delivered by Cambridge ESOL in collaboration with leading experts in the assessment of French, German and Spanish:

- Alliance Française (French)
- Goethe-Institut (German)
- Universidad de Salamanca (Spanish)

There are currently the following modes of test delivery:

- BULATS Online – with the option of stand alone Reading and Listening, Speaking and Writing tests.
- Standard, paper based Reading and Listening test
- CD-ROM Reading and Listening Test

For more information, please visit the BULATS website: [www.BULATS.org](http://www.BULATS.org)

## **The BULATS Agent Network**

BULATS is sold through a network of BULATS Agents and distributors around the world. A full list of BULATS Agents is available at [www.bulats.org/agents](http://www.bulats.org/agents)

## **Benefits of becoming an agent**

In addition to the more obvious advantages of becoming a BULATS agent, such as the opportunity to open a new income stream, using BULATS to develop your training business or potentially having access to our brand, Cambridge ESOL supports its BULATS agents in a number of ways.

All our Agents are:

- Provided with a BULATS Agent Kit, which includes manuals on the administration of BULATS and available marketing support.
- Given training and training materials to sell and administer BULATS.
- Offered marketing and technical support.
- Provided with access to files to print BULATS marketing and promotional materials.
- Given a limited license to act as an authorised BULATS agent and to use the BULATS and Cambridge ESOL logos.
- Assigned a dedicated Development Manager to advise on BULATS.

## Roles and responsibilities of an agent

An Agent is authorised by Cambridge ESOL to develop the market for BULATS products by promoting and selling the tests and providing support to their users.

An Agent is normally approved for an initial term of 3 years, providing they meet the necessary requirements. During this period Cambridge ESOL will take into account the Agent's performance in terms of sales made against targets, estimated business potential of the target market and the Agent's general ability to run the business to see if the contract will continue.

### BULATS Agent objectives

The objectives of a BULATS agent should be as follows:

Primary objective:

- To increase the sale of BULATS year on year

Secondary objectives:

- To ensure Cambridge ESOL guidelines and standards are upheld at all times
- To ensure efficient operations when delivering BULATS
- To provide excellent customer service
- To feedback product and market information to Cambridge ESOL

### BULATS Agent role

Agents have to undertake a number of functions in order to successfully promote, administer and offer after sales support and services for BULATS. Below, the key functions have been outlined in order to give you a brief insight into what is expected.

More information and training is available to agents in each of these areas once their application has been agreed.

It is the role of a BULATS agent to:

#### 1. Perform business functions

Agents are expected to actively promote the test and report on their activities to Cambridge ESOL. This will include:

- Establishing and maintaining contacts with businesses and business English training providers
- Identifying and exploiting opportunities for BULATS
- Promoting and marketing BULATS
- Undertaking regular market research and being fully aware of competitor products and services
- Regularly reporting activities to Cambridge ESOL

#### 2. Perform administrative functions

Because BULATS can be taken on demand, it is the agent's responsibility to manage the administration of exams. This will include:

- Ordering and storing test materials securely
- Agreeing test dates and confirming resource availability with clients
- Distributing test materials to administrators (if they are employed by the agent)
- Returning completed test materials (or electronic test files) to Cambridge ESOL
- Producing results reports and sending them to clients (where appropriate)

### **3. Recruit and train key individuals**

In order to run exam sessions, agents may have to employ a number of key personnel to assist them in the administration and delivery of tests. This will depend, however, on which versions of the test are taken and the staffing resources available to the agent.

This will include:

- Appointing and training administrators
- Appointing and training invigilators
- Appointing and training examiners (for the speaking and writing tests)
- Appointing and training clerical markers (to mark the standard test)

### **4. Provide excellent customer services**

As a representative of Cambridge ESOL, it is important that the highest standards of customer service are provided. This will include:

- Offering pre-adoption information and product demonstrations
- Offering post-adoption training and support
- Being an accessible point of contact

### **5. Offer additional consultative services**

By offering additional services, you can potentially increase your BULATS sales and exploit further training opportunities. These may include:

- Language audits
- English language benchmarking
- Support in the design of English language training and assessment programs
- Diagnostic advice in relation to BULATS results

## The Process of Becoming an Agent

The process of becoming an agent is straightforward, but approval does depend on the potential agent meeting a number of requirements. The process is described below using a flow diagram.

### Step 1

Potential agents should first read the **Quick Guide to Becoming an Agent** before considering taking any further action.

If, after completing this document the potential agent is still interested, they should fill out the online **BULATS Agent Expression of Interest form** found at: [www.cambridgeesol.org/home/centre-approval/bulats-agents.html](http://www.cambridgeesol.org/home/centre-approval/bulats-agents.html)



### Step 2

The initial application will then be assessed and the decision will be made to:

- **Accept Initial Application** - A **BULATS Customer Agreement** and relevant **fee list** will then be sent to the potential customer and completed with the assistance of a Cambridge ESOL Development Manager.

**Cambridge ESOL may decide to undertake a credit check on the prospective BULATS Agent before accepting the initial application.**

OR

- **Reject Initial Application** - A **letter of decline** with reasons why the initial application is being rejected will be sent.



### Step 3

The potential agent should return the completed the **BULATS Customer Agreement** to their Cambridge ESOL Development Manager.



### Step 4

The application will then be reviewed and the potential agent will be informed with a decision in the form of a **letter of confirmation** or a **letter of decline**.

## Contacts

Should you have any further questions regarding becoming a BULATS agent, please contact:

BULATS  
University of Cambridge ESOL Examinations  
1 Hills Road  
Cambridge  
CB1 2EU  
United Kingdom

Tel +44 1223 553997

Fax +44 1223 553621

E-mail [ESOLHelpdesk@CambridgeESOL.org](mailto:ESOLHelpdesk@CambridgeESOL.org)

For more information about BULATS, including an extensive set of FAQ's please visit our website: <http://www.bulats.org/>

For more general information about Cambridge ESOL please visit:

<http://www.cambridgeesol.org>