



English for Professionals Exam

E^Pro™ sales guide

The expanding globalization of business is driving an aggressive demand for English proficiency. To be competitive on the global business stage, it is imperative that job-seekers and corporate professionals communicate effectively in English.

Reading, writing, speaking and listening skills are a valuable commodity. They must be evaluated in a way that

- comprehensively assesses all skill levels
- employs the latest technology in answer evaluation
- is delivered in a secure environment to protect the validity of exam results

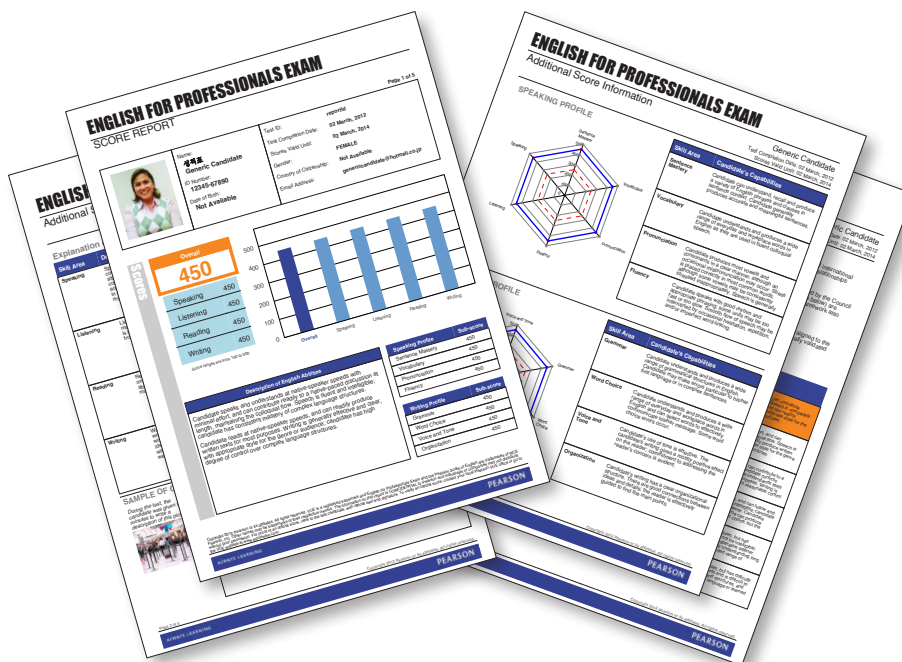
E^Pro™, the English for Professionals Exam, is offered as a joint venture between Pearson VUE and Pearson Knowledge Technologies under the Pearson brand.

Pearson Knowledge Technologies has been at the forefront of English language proficiency test development, research and analysis for academic and professional markets since 1996. Over the past fifteen years, more than 170 million test questions have been delivered and automatically scored for individuals from over 100 countries around the world.

Pearson's English language business delivers test preparation services, as well as the worldwide publishing of print and digital teaching and learning resources to schools and universities around the world. E^Pro™ is Pearson's answer to a need in the market for an exam that measures English fluency on a professional level.

The E^Pro™ score report provides detailed descriptions of a candidate's English proficiency with

- precise overall score in the range of 100 to 500, which maps to CEFR scores
- sub-skill scores in speaking, listening, reading and writing
- eight additional scores to indicate competency in various aspects of English critical to a business environment



Pain Points: Government Entities & Corporations

Our citizens/employees score well enough on other English proficiency exams but can't perform to corporate expectations.

- E^{Pro}TM was created specifically to solve this problem
- The exam evaluates a wide breadth of communication skills with questions that require both receptive and productive skills, instead of simple yes/no or multiple choice answers

We aren't sure how to benchmark our employees' performance to best align skill-sets with professional roles.

- Pearson VUE offers a benchmarking service to establish relevant and meaningful thresholds, at every job level, for English proficiency

We want to understand what skills our citizens/employees have, which need to be improved upon, and be able to measure changes in skill level.

- The E^{Pro}TM score report provides comprehensive information on a candidate's performance
- E^{Pro}TM scores are valid for two years from the date of exam, after which the exam can be retaken to validate improvement in areas of deficiency

Pain Points: Academic Institutions/Students & Professionals

The workplace is becoming increasingly competitive – how can I stand out?

- Demonstrating your English proficiency skills with an exam recognized for accuracy and security will set you apart from your peers

These English language skill exams take a long time to complete – sometimes 3+ hours to finish.

- E^{Pro}TM tests all four language skills (reading, writing, speaking and listening) in one exam that takes only 90 minutes to complete

After taking an exam, the results aren't available for several weeks.

- E^{Pro}TM results are available within 3 business days, and can be conveniently downloaded and printed from a personal computer

Conversation Starters

You're Asked: Why is it important to test four skills instead of just one or two?

You Answer: The integration of testing all four core skills mirrors the real world where professionals must be able to effectively understand and respond to various and diverse work demands. E^{Pro}TM also tests productive skills in addition to receptive skills, which more closely resembles the English speaking challenges faced every day in the workforce.

You're Asked: What innovations in technology were employed in creating the test - and why do they make a difference?

You Answer: The exam leverages proprietary, automated scoring technologies. This technology eliminates the potential for human scoring bias, while producing results very quickly.

You're Asked: What is the value in taking E^{Pro}TM over another exam in the market?

You Answer: The E^{Pro}TM exam structure and answer analysis produce results that more accurately represent a candidate's abilities. The exam takes only 90 minutes to complete, and results are available with a few days. E^{Pro}TM is delivered in secure testing facilities, instilling confidence in the results, increasing its value and validity.

Pitch Points

Utilize an exam that more accurately represents a candidate's ability to communicate in English.

- E^{Pro}TM's proprietary scoring technology eliminates human and cultural bias in scoring
- The exam questions are appropriate for a variety of levels of English proficiency; beginners will find the exam challenging while more experienced individuals will find it less so, but all will receive more refined and accurate evaluations of their ability
- Have confidence that you are placing the most qualified candidates into global positions

Protect the integrity of your exam results.

- E^{Pro}TM is administered in secure testing facilities that employ a variety of tactics to eliminate proxy testing and other forms of cheating

Contribute to the global landscape with employees who can successfully interact in English.

- E^{Pro}TM is an ideal exam for measuring the skills of mid-to-high level employees who have the most influence with customers, suppliers and partners
- The score report is comprehensive and highlights a candidate's strengths and areas of improvement which can be used to provide corporate training tailored to specific needs
- The Pearson VUE benchmarking service helps set score standards for employees across the company



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