



CMOR-MRA Interviewer Training Modules
B2B Assertiveness Training Exam

Name: _____

Q1. Define Assertiveness:

Q2. Assertive Interviewers are prepared to meet _____ in a prompt and appropriate way.

Q3. From the presentation, name at least four words that DO NOT describe assertive interviewers. (Seven were discussed in the presentation)

1.

2.

3.

4.

Extra:

5.

6.

7.

Q4. Fill in the 2 blanks:

Passive = _____ control

Aggressive = Out of control

Assertive = _____ control



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Q5. Which of the interviewer responses best represents assertiveness, explain your answer?

Interviewer ____

Explanation:

Respondent:

"We don't want to participate; it is against company policy to do surveys over the phone."

Interviewer A: What do you mean you don't do surveys, it's against company policy? It will only take a few minutes, who's going to know that you talked to me for five minutes?

Interviewer B: Oh, ok. I understand. Sorry to have bothered you.

Interviewer C: I understand your company has a policy against phone surveys, but let me assure you that we are not interested in specific information about your company; we are just looking for general information about your company's views on various business issues many companies are dealing with.

Q6. If you refrain from asking for permission to conduct the survey and assume the gatekeeper will direct you to the respondent and that the respondent will want to give you their opinion:

You are using a(n) _____ approach.

**Q7. Assertiveness tip number two is to always be _____ and _____
Your enthusiasm will translate through the phone and make the gatekeeper more likely to transfer you and the respondent more likely to participate in the survey.**

Q8. Talk in a normal conversational voice, avoiding sounding _____ or robotic.



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Q9. Talk at a good _____ . Talking too slowly will make the respondent lose _____ and give them the opportunity to refuse. However, speaking too quickly will make it difficult for the gatekeeper and respondent to understand what you are saying.

Q10. An important part of speaking at a good pace is to _____ your pace to that of the gatekeeper or respondent. If they seem to have difficulty comprehending the questions- _____ down. If they seem to understand and speak at a quicker pace, speed up to match them.

Q11. To show respect for the respondent, do not _____ the gatekeeper or respondent. Wait for them to finish speaking, but be prepared to _____ when they finish speaking.

Q12. Assertive tip number six advises the interviewer to combat refusals on every call. What was the minimum number of refusals an interviewer should counter before thanking the gatekeeper or respondent and ending the call?

Q13. In order to counter the refusals or answer the gatekeeper or respondents concerns the interviewer will first have to:

- A: Be positive and in charge
- B: Listen to the respondent
- C: Acknowledge the respondent



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Q14. Explain the statement "Don't be afraid of objections or be worried about them, think of objections as good."

Q15. True or False: When a gatekeeper or respondent refuses, their objection is with you?

Q16. Assertive tip eleven is to "Play the Part." What does this mean?

Q17. In order for the benefits of assertiveness to occur the interviewer must _____ a successful positive outcome to each call.