



CMOR-MRA Interviewer Training Modules
B2B Assertiveness Training Exam
Answer Key

Q1. Define Assertiveness:

A: *Being positive or confident in a persistent way.*

Q2. Assertive Interviewers are prepared to meet *objections* 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. *Timid*

2. *Tired or Bored*

3. *Monotone*

4. *Rude*

Extra:

5. *Hostile*

6. *Argumentative*

7. *Uncaring*

Q4. Fill in the 2 blanks:

Passive = **No** control

Aggressive = Out of control

Assertive = **In** control



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

Interviewer C

A: Interviewer "C" acknowledges the respondents statement, then counters a possible underlying concern with the appropriate pat response or clearing.

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) *assumptive* approach.

Q7. Assertiveness tip number two is to always be *cheerful* and *enthusiastic*
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 *monotone* or robotic.



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Q9. Talk at a good *pace*. Talking too slowly will make the respondent lose *interest* 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 *adjust/match* your pace to that of the gatekeeper or respondent. If they seem to have difficulty comprehending the questions- *slow* 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 *interrupt/talk-over* the gatekeeper or respondent. Wait for them to finish speaking, but be prepared to *respond* 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?**

A: *Two (2)*

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."

A: Objections and refusals are an opportunity to educate the respondent how and why market research is different and every person's opinion is valuable. Objections are a signal telling the interviewer that the respondent needs a reason to give them their time and effort.

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

A: *False*

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

A: You are playing the part of the assertive interviewer. Each call is a new opportunity to be assertive and convert the objection or refusal. No matter how your day has been, you must always sound confident and positive.

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