



CMOR-MRA Interviewer Training Modules

“Making It To The Finish Line” Exam

Answer Key

1. The key in reaching the end of a survey with a business respondent is to recognize the potential *termination* points along the way, and to use *pat(or standards)* responses to get the respondent to continue to the end.
2. True or False: The interviewer can move the respondent along by avoiding the person’s questions and by reassuring the respondent.
A: False. The interviewer should answer all questions promptly and reassure the person.
3. Provide some other names for terminated surveys:
A: Partials, incompletes, midterms, qualified refusals
4. The main question a respondent will ask when about to terminate is:
A: How much longer will it take?
5. What are some of the communication components/skills an interviewer can use to keep the respondent going longer?
A: conversational, right pace, clear pronunciation, smooth flow, varied inflection/modulation, pleasant congeniality
6. True or False: Listening is another critical element in getting the respondent to continue the survey.
A: True.



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7. Choose the tactics below that help prolong the conversation...

Respond honestly x Delay response when challenged

Pick up the pace x Say ‘thank you’ every so often x

Argue with the respondent Explain why the survey is important x

8. True or False: The last step to take if the respondent won’t continue is to stop and not try to get a callback.

A: *False. The interviewer should try to set a callback.*

9. List the specific information you should obtain when arranging a callback:

A: *when is the best time to call, what is person’s title, what is a person’s name, what is the best number to reach person on.*