



CMOR-MRA Interviewer Training Modules
Managing Objections & Refusals

Name: _____

1. What is the “gatekeepers” role in B2B interviewing? *(write a brief description)*

2. Indicate whether each response is an example of a “soft” or a “hard” refusal, and give an explanation of why you feel this way. *(Circle S/H)*

S / H *“Don’t ever call here again”*

Explanation _____

S / H *“He’s really busy and doesn’t have the time right now”*

Explanation _____

S / H *“I don’t think I could be any help to you in your survey”*

Explanation _____

S / H *“Remove our name from your company calling list”*

Explanation _____



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3. When answering objections, it is best to pause for a moment after the respondent voices concerns. This will help both persons collect their thoughts.

True/False

4. Write down possible responses to the following respondent objections:

Why should I participate in your study?

Your answer: _____

What will you do with this information?

Your answer: _____

Who is this research on behalf of?

Your answer: _____



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5. What are some unexpected objections (non-standard) that the respondent may pose? After you write these down, explain how you would respond to the respondent to address their concerns.

Objection _____

Your answer: _____

Objection _____

Your answer: _____
