



**CMOR-MRA Interviewer Training Modules**  
**Voice Control Training Exam**  
*Answer Key*

1. There are four “C” principles of voice control in doing surveys with respondents. They are:

*Capture* their attention  
*Convert* their reluctance  
*Convince* them of the survey importance  
*Complete* the survey.

2. Effective voice control brings the interviewer two benefits:

*Lower* initial refusal rates  
*Higher* refusal conversions

3. Telephone communication is not *what* you say but *how* you say it!

4. True or False (circle one): 40% of refusals occur in the first two sentences of the survey introduction.

A: *True*

5. Name 5 of the Golden Rules of Voice Control:

A: *Any of these rules are correct:*

- *Speak pleasantly and naturally*
- *Speak clearly*
- *Speak in a voice that is not too loud or too soft*
- *Speak with inflection*
- *Vary the speed*
- *Emphasize highlighted words*
- *Alternate between high and low tones*
- *Smile and sit up straight*



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**6. Match these skills on the left with their descriptions on the right:**

**SKILL**

**DESCRIPTION**

- |                       |   |
|-----------------------|---|
| <b>a. Inflection</b>  | matching the speed of your voice to the speed of the respondent. <i>d</i>                                     |
| <b>b. Volume</b>      | varying the tone of your voice so that it is neither a monotone nor exaggerated. <i>f</i>                     |
| <b>c. Energy</b>      | emphasizing certain words so that the important words are stressed. <i>a</i>                                  |
| <b>d. Pace</b>        | speaking clearly and distinctly so that all words are heard and understood. <i>e</i>                          |
| <b>e. Enunciation</b> | speaking at a level that is neither too loud or too soft so the respondent hears what is said. <i>b</i>       |
| <b>f. Modulation</b>  | conveying interest and enthusiasm when delivering introductions and answers to objections/questions. <i>c</i> |

**7. True or False (circle one): The most important aspect in using all of the above voice skills is for the interviewer to sound conversational in his/her delivery.**

**A:** *True*

**8. True or False (circle one): Passive listening is one of the key aspects of engaging the respondent.**

**A:** *False. Active listening is key*



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9. Interviewers should make all of their introduction and answers sound like statements, not *questions*.

10. Select the correct physical attributes below that contribute to good voice control and successful rapport with respondents:

- Frowning helps concentrate \_\_\_\_\_
- Breathe deeply between calls   X
- Practice makes perfect   X
- Sit up straight when dialing   X
- Wipe stress from your mind/voice in each call   X
- Smile while talking   X
- Short breaths are okay \_\_\_\_\_
- Slump in your chair \_\_\_\_\_
- Stress of your life is part of every call \_\_\_\_\_
- It's okay to wing it \_\_\_\_\_

11. The goal of effective voice control is to become a *confident, assertive, professional* interviewer.

12. Rank these results of good voice control in order of importance to you:  
Recognition; Advancement; Increased Pay; Incentives; Easier calls/less conflict

*There is no right answer, rank depends on what the interviewer chooses.*