

Facilitator Guide

Group # 1

Title: The Basics of Interviewing “Assertiveness Training”

Audience for this Module:	New interviewers who are training to become skilled professional interviewers
Goal of this Module:	<p>Upon completion of this course, interviewers should:</p> <ul style="list-style-type: none"> • Know the importance of being assertive in research interviewing. • Recognize the difference between assertive, aggressive, and passive as interviewing styles. • Be able to develop an assertive interviewing style.
Logistics: Materials, Room type/setup, Time needed, etc.)	<p style="text-align: center;">You will need:</p> <ul style="list-style-type: none"> • The CD that contains the PowerPoint presentation • Computers/monitors and/or Laptop and/or LCD projector to display PowerPoint presentation <p>Recommended for Exercises:</p> <ul style="list-style-type: none"> • Print out copies of hand-outs for all participants <p style="text-align: center;"><u>Room Set-up</u></p> <ul style="list-style-type: none"> • The PowerPoint portion of this training does not require special room set-up. <p style="text-align: center;">Time needed:</p> <p>About 1 hour 15 minutes for the PowerPoint Training.</p>
How to make the most of this Module	The presentation is customizable to meet with your company’s standard procedures and protocols, as long as it does not substantively change the content or nature of the training modules.
How to assess learning	Along with questions and answers during the PowerPoint training, the POST -PowerPoint activity will allow you to assess learning while reinforcing the material from the module.



Marketing Research Association

**Group I:
“Assertiveness Training”**

Facilitator Guide

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Introduction

The Basic Interviewer Training group is designed for new interviewers who are just learning the skills needed to become successful and professional telephone interviewers. Successful opinion and marketing research depends upon response rates as well as upon accurate data.

This Interviewer Training package consists of five PowerPoint presentations focused on obtaining the skills needed to gain respondent cooperation.

Areas explored are: the basics of interviewing, the history of marketing research and its impact, voice control techniques, assertive approaches to survey situations and effective use of rebuttals to gain respondent cooperation.

This Facilitator's Guide will provide:

- An overview of each presentation.
- Presentation goals for interviewers.
- Suggestions for individual and group participation and discussion.

All presentations can be used individually or in combination to train new interviewers or to enhance the skills in experienced interviewers.

Presentations included in this module:

“The Basics of Interviewing”

This module provides a brief overview of the terms used in interviewing and the role and responsibilities of the telephone interviewer. Emphasis is placed on the importance of using techniques to collect verbatim statements, probe, clarify and avoid bias.

“History of Marketing Research”

This presentation chronicles the history and development of the marketing research profession. Examples of how marketing research has influenced business, government and daily life are presented. Standard research procedures and the importance of the interviewer's role in the research process are explained.

Voice Control/ “Sound Workshop”

The most valuable tool that an interviewer has in achieving success in the job is his/her voice. Voice is an instrument that can establish rapport with the respondent and this module provides tips on using the voice to gain cooperation in the survey process. It includes examples of effective and ineffective uses of voice quality.

“Assertiveness Training”

The key to success in telephone interviewing is often demonstrating assertiveness in gaining cooperation without being aggressive or too passive. This module provides interviewers with techniques on how to gain control of the conversation with the respondent in a positive and professional manner. The points involved are especially useful in the introduction sections of surveys.

“Refusal Rebuttal”

As studies in effective introductions have shown, the single most important factor in successful conversion of respondent resistance is the interviewer’s ability to quickly match the right answer to the respondent’s objections. This module instructs interviewers in how to respond smoothly and easily to concerns and hidden objections to gain cooperation to start the surveys. Actual role-playing and examples of good answers are included in the content.

Interviewer Training – Assertiveness Training

Overview

“Assertiveness Training” presents:

- What is an assertive approach as it applies to marketing research interviewing?
- How to recognize what is assertive and what is not assertive.
- Ways to act assertive on the phone to gain respondent cooperation.

Presentation Goals:

Upon completion of this course, interviewers should:

- Know the importance of being assertive in research interviewing.
- Recognize the difference between assertive, aggressive, and passive as interviewing styles.
- Be able to develop an assertive interviewing style.

Key Points Presented:

- The definition of assertive, aggressive, and passive as it applies to marketing research.
- Examples of assertive, aggressive, and passive techniques using scripts and recorded sound files.
- Benefits of being assertive phone interviewers.

Content:

Slides 2-7

Describe what assertiveness means in telephone interviewing. Recorded examples of what is assertive are presented with key points.

- Click mouse or press “Enter” key to activate each sound file as needed.
- After each example is played, ask workshop participants the reasons they think each example is assertive.
- Discuss how the respondent might react to each example.

Slides 8-10

Present recorded examples of what is not assertive. (Script of examples is included with the Facilitator’s Guide.)

- Click mouse or press “Enter” key to activate each sound file as needed.
- After each example is played, ask workshop participants the reasons they think each example is not assertive.
- Discuss how the respondent might react to each example.

Slides 12-35

What words can you think of to describe “assertive?”

***** Please note that an exam is also provided with the Facilitator Guide to assess learning from the course. *****

Present reasons to be assertive as an interviewer.

- Brainstorm other reasons to be an assertive interviewer.

Presents 12 ways to be assertive on the phone. Take-away handout (following page) lists the key points.

Individual / group activity

Practice your assertive voice. What words or phrases would an assertive person use?

Group Activity

Brainstorm ways to act and feel assertive as an interviewer.

Some examples of how to be assertive when on the phone:

- Think of something positive.
- Compete with yourself.
- Always challenge yourself to improve.
- Use a consistently strong, pleasant and professional tone of voice.

12 Key Ways To Be Assertive

- 1. Use an “Assumptive” approach.**
- 2. Be cheerful and enthusiastic.**
- 3. Use a pleasant, conversational tone of voice.**
- 4. Talk at a good pace.**
- 5. Do not interrupt or talk over the respondent.**
- 6. Combat refusals on every call.**
- 7. Listen to not only what the respondent is objecting to, but also to what lies beneath the objection.**
- 8. Acknowledge the feelings and concerns of the respondent.**
- 9. Always be in charge and positive.**
- 10. Understand that a refusal is not personal.**
- 11. Play the role of an assertive interviewer.**
- 12. Visualize success.**

Slides 36-37

Presents the benefits of being assertive as an interviewer.

Group Activity:

Brainstorm other benefits of being an assertive interviewer.

Suggested Individual / Group Activity:

Make the following statements “positive assumptive” (per company policies):

1. “May we call you back?”
2. “Do you have a few minutes for a survey?”
3. “Would you like to share your opinions in our survey?”
4. “Would it be possible to speak with _____?”

Suggested Answers For Positive Assumptive Exercise (Per Company Policy):

1. “When would be a convenient time to call back?”
2. “The survey is short and I can proceed quickly.”
3. “This is your opportunity to express your opinions and represent thousands of people in your area.”
4. “May I speak with _____?”