



Marketing Research Association

**Group III: B2B Interviewer Training
Assertiveness**

Participant Workbook

Slide #5

"Not Interested"

"Not Selling Anything"

"Why Should I Participate"

"Against Company Policy"

Slide #7

Timid

Uncaring

Tired/Bored

Aggressive

Passive

Hostile

Rude

Ways to be Assertive

- USE AN ASSUMPTIVE APPROACH
 - BE CHEERFUL & ENTHUSIASTIC
- USE A PLEASANT, MODULATED VOICE
 - TALK AT AN APPROPRIATE PACE
- DON'T INTERRUPT OR TALK OVER THE RESPONDENT
 - COMBAT REFUSALS ON EVERY CALL
 - LISTEN TO THE RESPONDENT
 - ACKNOWLEDGE THE RESPONDENT
 - ALWAYS BE IN CHARGE AND POSITIVE
- UNDERSTAND REFUSALS ARE NOT PERSONAL
 - PLAY THE PART
 - VISUALIZE SUCCESS





	Assertive	Passive	Aggressive
Example #1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Example #2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Example #3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Example #4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Example #5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Example #6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Example #7	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Example #8	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Example #9	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Example #10	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>