



## CMOR-MRA Interviewer Training Modules

### Managing Objections & Refusals

#### *Answer Key*

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

*The gatekeeper is the person (usually a secretary, receptionist, personal assistant) that screens calls for the target respondent. It is the job of the interviewer to speak with this person and communicate the importance of survey participation to them.*

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\_\_\_\_\_

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



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**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: \_\_\_\_\_

\_\_\_\_\_

**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: \_\_\_\_\_

\_\_\_\_\_