



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

Name: _____

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

_____ their attention

_____ their reluctance

_____ them of the survey importance

_____ the survey.

- 2. Effective voice control brings the interviewer two benefits:**

_____ initial refusal rates

_____ refusal conversions

- 3. Telephone communication is not _____ you say but _____ you say it!**

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

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



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

SKILL

DESCRIPTION

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

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.

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



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

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

- Frowning helps concentrate _____
- Breath deeply between calls _____
- Practice makes perfect _____
- Sit up straight when dialing _____
- Wipe stress from your mind/voice in each call _____
- Smile while talking _____
- 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 _____, _____, and _____ interviewer.

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