

Facilitator Guide

Group # 1

Title: The Basics of Interviewing “Voice Control”

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"> • Be able to recognize vocal skills such as pace, tone, and volume and their effect on delivery of the survey. • Be able to use voice control techniques to sound conversational over the phone. • Understand the importance of voice control in telephone interviewing.
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"> • Flip Charts • 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 2 hours & 30 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, so 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, activities will allow you to assess learning while reinforcing the material from the module.



Marketing Research Association

Group I: “Voice Control”

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 – Voice Control / “Sound Workshop”

Overview

This “Sound Workshop” presents the following:

- Different vocal skills.
- Voice control techniques.
- How to sound conversational.
- Importance of voice control in telephone interviewing.

Presentation Goals:

Upon completion of this course, interviewers should:

- Be able to recognize vocal skills such as pace, tone and volume and their effect on delivery of the survey.
- Be able to use voice control techniques to sound conversational over the phone.
- Understand the importance of voice control in telephone interviewing.

Key Points Presented:

Recorded examples of good and bad vocal delivery including:

Speed / Pace

Modulation / Tone

Volume

Enunciation

Energy / Enthusiasm

The Golden Rules of Interpersonal Skills and Rapport

Effect of posture and facial expression on vocal delivery

Suggested role-plays and individual/group exercises for practicing techniques

Content:

Slides 2-3

Overview of workshop goals and benefits.

Slides 4-6

Music Slides

*Play music on slides 4 and 5. Discuss the difference between the sounds.
“Sound can create different feelings.”*

Slides 7-9

Present the importance of voice control in the first few seconds of the survey.

*“It’s not just what you say but how you say it that counts.”
(Study done by Oskenberg and Cannell on importance of good voice control at the start of the survey.)*

Slides 10-12

Discuss the importance of vocal skills in successful interviewing.

The “Golden Rules of Phone Conversation” are presented on slide 11 .

Review key points and discuss why these skills are important.

Slides 14-20

Examples of effective and ineffective pacing. Examples of different speed/pace are presented using the statement:

“Hello. This is National Research calling. We are doing a survey in your local area about your shopping choices.”

Play recorded sound files and then discuss the effect each example might have on a respondent.

Slides 21-28

Discuss the effects of modulation. Play recorded sound files and discuss the effect each example might have on a respondent.

Recorded examples of the following:

- Monotone
- False / Exaggerated
- Sounding too enthusiastic
- Proper modulation

Slides 29-32

Discuss the importance of proper use of inflection.

Slide 30

The provided exercise (on the slide) is designed to illustrate how inflection affects the way a statement sounds to the respondent. When exercise is complete, discuss how the statement changed when different words were emphasized.

Slide 31

In this second exercise, workshop participants experiment with putting emphasis on words in two different sentences. *Give time for exercise and then discuss.*

INDIVIDUAL / GROUP ACTIVITIES

The two exercises provided illustrate how inflection can change the way a survey question sounds and the importance of emphasizing key words. A take-away handout is provided for the two exercises.

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

Inflection

Emphasize the Key Words...

Say the following statements emphasizing words in CAPS and see how the meaning changes:

- This is **YOUR** opportunity to make a **DIFFERENCE** in what is offered in **YOUR** area.
- **THIS** is your opportunity to **MAKE** a difference in what is **OFFERED** in your area.
- This **IS** your **OPPORTUNITY** to make a difference in what is offered in your **AREA**.

Try this exercise again with the following statements. Place emphasis on different words in the sentence until you find the inflection that best conveys your message.

“We are not selling anything. This is your chance to express your opinions.”

“Your participation is important, as you will represent thousands of people in your area.”

Slides 33-34

Sound Natural / Conversational:

Recorded example on slide 33 / key points on slide 34.

Play example on slide 33 and discuss what vocal qualities make it sound conversational. Then move to slide 34 to discuss key points on how to sound conversational.

Ask workshop participants to discuss other ways to sound conversational. A flip chart can be used to note key points.

Slides 35-36

Present example and causes of unclear speech. Play example and then discuss what can cause unclear speech. Then move to slide 36 to present key points.

Slides 37-38

Proper Enunciation:

Example on slide 37 / key points on slide 38.

Slides 39-45

The following slides show examples of different volume using the following statement:

“Hello. I am calling from National Research. We are a national survey research company. This is not an attempt to get you to buy anything. We need your help on a short study in your area.”

Play recorded sound files and then discuss the effect each example might have on a respondent.

Slides 46-50

Examples discussed of how pausing affects delivery of the survey. The following slides give examples of different types of pauses using the following statement:

“By participating in this survey you are part of a select group. You will represent thousands of people in your area. This is your chance to make your opinions count.”

Play recorded sound files and then discuss the effect each example might have on a respondent.

Slide 51

Explains the value of using silence only when needed.

Slides 52-58

Energy Level

Examples of different energy levels are presented using the following statement:

“Good evening. I am calling for National Research. We are doing a short survey in your area. This is your chance to make your opinions count and influence what is offered in your community.”

Play recorded sound files and then discuss the effect each example might have on a respondent.

Slides 59-60

Illustrates how to keep vocal delivery of the survey sounding fresh for each respondent.

Discuss key points and ask workshop participants to think of other ways to keep survey delivery sounding fresh.

Slides 61-63

Teach how coughing, sneezing, yawning and chewing affect voice control.

Slides 64-66

Studies are presented showing how active listening is critical in gaining respondent cooperation.

Listen to How the Respondent Sounds:

- Focus on the way your respondent is speaking.
- How fast or slow?
- How loud or soft?

Slide 67

Points are made on the negatives of using affected speech. *Discuss key points with group.*

Slides 68-69

Examples of making questions out of statements and how this will affect delivery of the survey are provided. *Play recorded examples and discuss how the respondent might react.*

Slides 70-71

These slides present how facial expressions affect how a statement will sound to a respondent over the phone.

Try saying the following statements with a smile and then with a frown.
What is different about how you sound?

- “Good evening. This is National Research calling. We are conducting a survey in your area.”
- “You have been selected to represent thousands of people in your area.”
- “This is your chance to express your preferences on products and services in your area.”

Slides 72-77

Discussion of how posture affects voice delivery. This section includes: how you sit is important; individual / group exercise / and discussion about the importance of posture.

GROUP ACTIVITY

Affect a slouching posture and say the following:

“Our research will benefit you by allowing you to voice your opinions on what you want to see in your local area.”

How did it feel and sound?

Now say the previous statement sitting upright. How did it feel and sound? How was it different from when you were slouching?

Slides 78-79

Discuss how stress affects vocal delivery. Discuss key points.

Suggested Activity:

Have participants do the breathing exercise (listed below). Then discuss other techniques they have used to relax and sound natural even when they feel stressed.

Try this breathing exercise before beginning your phone calls to relax your throat and improve vocal quality:

Inhale deeply through your nose, and hold your breath for several seconds. Then slowly exhale through the mouth until your lungs have emptied. You will feel the muscles in your throat, neck, and shoulders relax.

Slides 80-81

These slides present ways to practice vocal skills.

GROUP ACTIVITY:

Brainstorm other ways to practice vocal skills. A flip chart can be used to record key points.

Slide 82

Voice Picture:

How you sound creates a picture of you for the respondent.

-What "voice picture" do you create on the phone?

Slides 83-84

Combining vocal elements for success are illustrated. Slides show how the same vocal skills will help an interviewer sound confident, assertive, and professional.

Slides 85-87

The benefits of voice control for interviewers are shown.

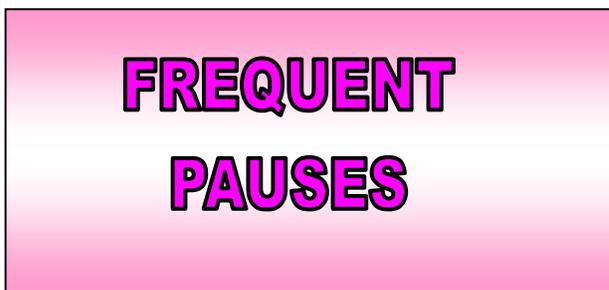
GROUP ACTIVITY

Brainstorm other benefits voice control has for interviewers.

Optional Group Exercise:

Using “voice skill cards” have workshop members role-play different vocal elements such as pace, tone and volume.

Examples of “skill cards.”



TOO LOUD

MONOTONE

**EXAGGERATED
FALSE**

**TOO SLOW
PACE**

MUMBLING

**STRONG AND
CLEAR TONE**