



CMOR-MRA Interviewer Training Modules

Why Training

Answer Key

1. **What three factors pressuring the research profession make training critical?**

It's more challenging to run the business (longer surveys, selective clients, higher costs)

The respondent is vanishing

The interviewer profile is different (Generation X and Y)

2. **What benefits can organizations derive from training classes for interviewers?**

Lower turnover

Shorter learning curve

Higher productivity

Higher employee satisfaction

3. **What factors do employees rate as important in surveys about company benefits?**

Opportunity to learn

Good supervision