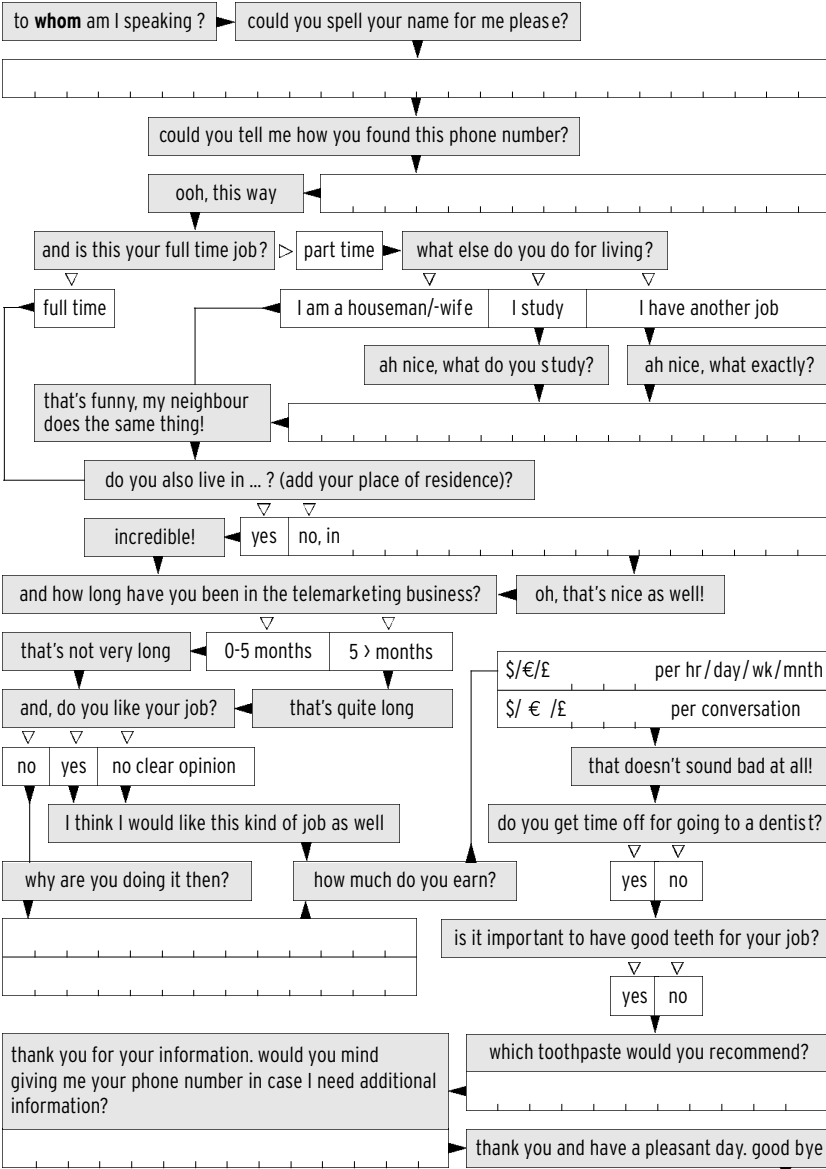


counterscript®

**start asking immediately
after first question is asked**



impression	+	+/-	-		+	+/-	-
accent				tempo			
word choice				volume			
enthusiasm				sympathy			

after finishing the conversation, cross-check these blanks to give an overall impression of your telemarketer

your name

your street and number

your postal code

your place

your country

your phone number

send the counterscript to

EGBG Data Control Group
Schapenlaan 7a
1862 PW Bergen
the Netherlands

fax the counterscript to

0031 - 20 - 620 95 73

e-mail the counterscript to

martijn@egbg.nl

telemarketer does not cooperate

if you get in a difficult conversation, make use of the conversation moves below and then continue with the script on the left side of the page

telemarketer refuses to provide information

Mr/Ms ... why don't you want to answer my question?

no time other reason

when can I call you back? date _____
time _____

hang the phone

have a pleasant day

continue with the script at the next conversation

telemarketer wants to know why you are asking questions

I would like to know more about the person I am speaking to right now Mr/Ms ... why don't we get back to my question?

telemarketer wants to know what happens to his/her answers

I can appreciate your hesitation Mr/Ms ... however, this is an important piece of information used for verification purposes and I will handle it with strict confidentiality. With that in mind, would you consider and provide me with the information?

telemarketer keeps asking questions

- ▷ I can not answer your question(s) in interest of this investigation
- ▷ I can't provide this information because I need unprejudiced answers
- ▷ an answer to this question might jeopardise the partiality of this investigation and it would prove unreliable
- ▷ I am sorry, the information you ask for is unfortunately not available for you

telemarketer gets upset

- ▷ I can appreciate your concern, but aren't you calling me?
- ▷ don't you like talking with me?
- ▷ do you a problem answering questions to a stranger on the telephone about which you don't know the purpose?

legend

▶ follow the arrow

important instructions

▷ make the triangle of your choice black

text you speak

fill in the blanks when possible

difficult conversation moves

possible reactions of the telemarketer

questions about you