announcement to send in

counterscript©

start asking immediately after first question is asked

to **whom** am I speaking ? ► could you spell your name for me please?

could you tell me how you found this phone number?

ooh, this way

and is this your full time job? ▷ part time ► what else do you do for living?

full time

I am a houseman/-wife | I study | I have another job

ah nice, what do you study?

ah nice, what exactly?

that's funny, my neighbour does the same thing!

do you also live in ... ? (add your place of residence)?

incredible!

yes | no, in

and how long have you been in the telemarketing business?

oh, that's nice as well!

that's not very long

0-5 months | 5 › months

that's quite long

and, do you like your job?

no | yes | no clear opinion

I think I would like this kind of job as well

why are you doing it then?

how much do you earn?

$/€/£ per hr/day/wk/mnth

$/ € /£ per conversation

that doesn't sound bad at all!

do you get time off for going to a dentist?

yes | no

is it important to have good teeth for your job?

yes | no

thank you for your information. would you mind giving me your phone number in case I need additional information?

which toothpaste would you recommend?

thank you and have a pleasant day. good bye

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

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

hang up the phone

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

hang the phone ◄ have a pleasant day time

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 have a problem answering questions to a stranger on the telephone about which you don't know the purpose?

legend

titles for different parts

► 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