

**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

and, do you like your job?    that's quite long

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?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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    fax the counterscript to    e-mail the counterscript to

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## 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 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