

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?

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

which toothpaste would you recommend?

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

thank you and have a pleasant day. good bye

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

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

EGBG Data Control Group
Churchillaan 246-II
1078 EZ Amsterdam
the Netherlands

0031 • 20 • 4711 485 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 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