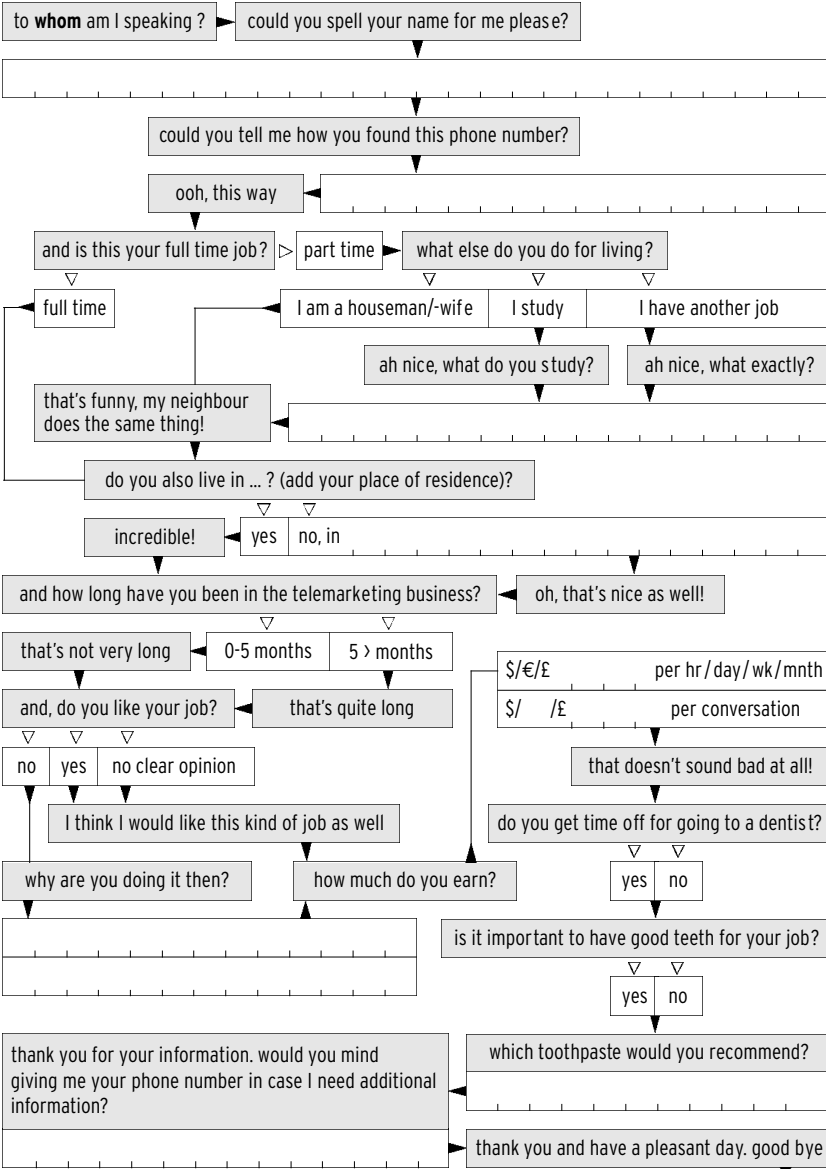


# counterscript®

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



impression	+			+/-			-		
accent									
word choice									
enthusiasm									

tempo  
volume  
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**  
Churchillaan 246-II  
1078 EZ Amsterdam  
the Netherlands

fax the counterscript to

0031 - 20 - 4711 485

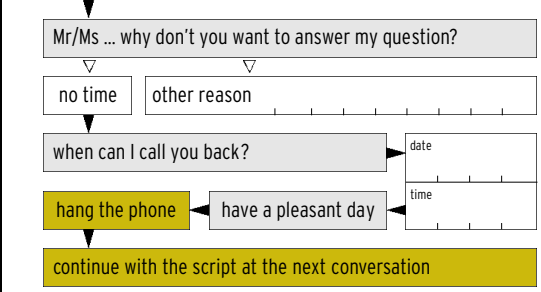
e-mail the counterscript to

[martijn@egbg.nl](mailto: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



### 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