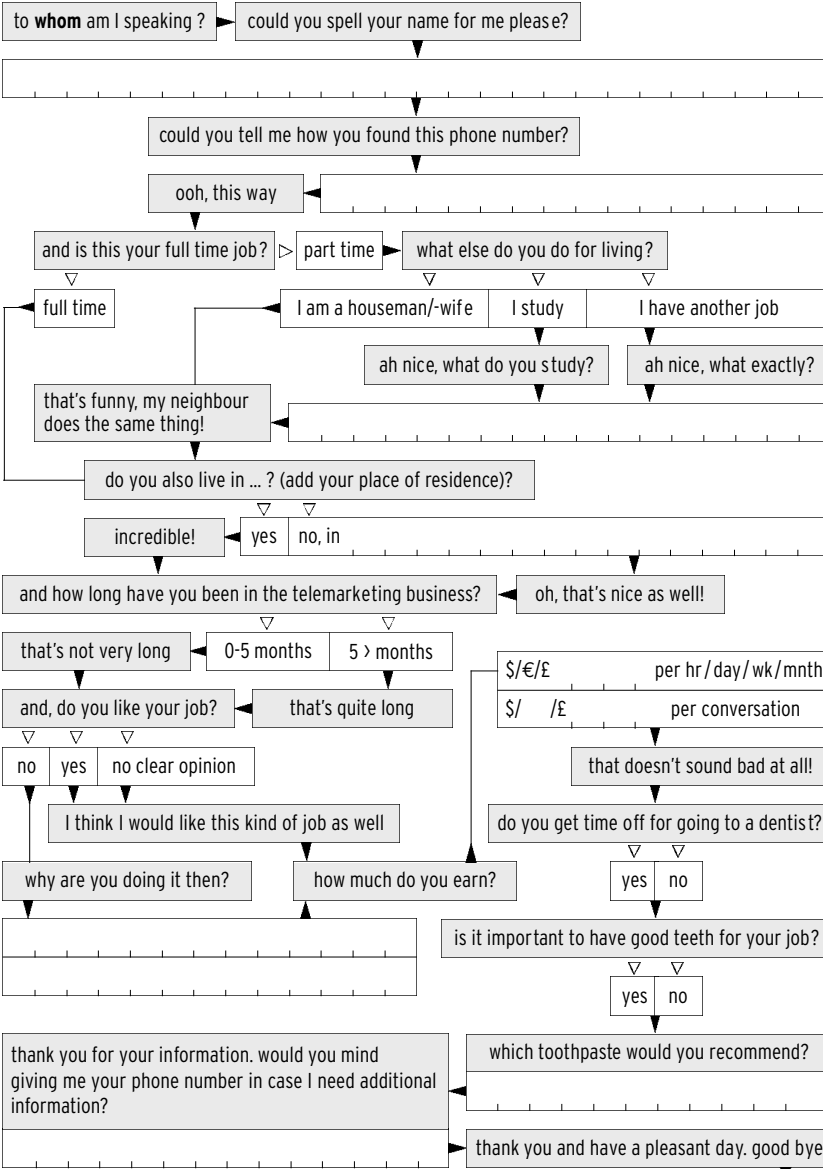


counterscript®

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**  
 Churchilllaan 246-II  
 1078 EZ Amsterdam  
 the Netherlands

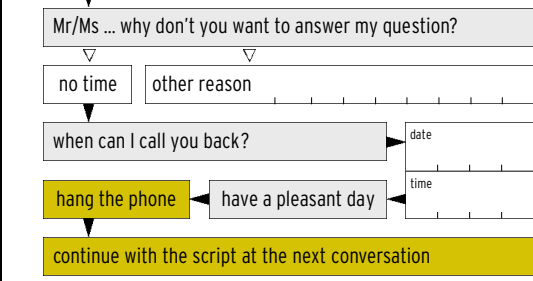
fax the counterscript to  
 0031 - 20 - 4711 485

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



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