



Professional Interviewer

We're the Marketing Research Association. Your link to a world of powerful resources.

Your interviewing staff is the front line of opinion and marketing research, and is the face your company presents to the world! Make sure your interviewing staff has the skills it takes to get the job done right while presenting a professional image to respondents — MRA's video training series and workbooks offer you the tool to train your data collection professionals!

WELCOME TO THE WORLD OF MARKETING AND OPINION RESEARCH

This video provides an introduction to marketing research and basic data collection methods and techniques. Included with the video is MRA's Glossary of Terms Used in Marketing and Opinion Research. (20 min., 1995)

THE PROFESSIONAL INTERVIEWER

MRA designed this second video to provide your employees with the basic skills necessary to conduct quality interviews. The set includes a video and five workbooks. The workbooks form the foundation for the training and are broken into sections so you can customize them to fit your schedule. MRA will process the workbook exams, and issue a certificate of completion to interviewers who score 80% or higher. (30 min., 1996)

ADDITIONAL WORKBOOKS

Order additional workbooks in packs of five. MRA will process the workbook exams, and issue a certificate of completion to interviewers who score 80% or higher.

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	The Professional Interviewer	\$89.95	\$149.95	
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