

# Module 5

## Interest-Creating Opening Statements

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5.1 Opening Mistakes

### **EXERCISE**

**Statement 1:**

**Statement 2:**

**NOTHING Works Every Time**

**Great Openings are Designed to**

- minimize resistance
- **MAXIMIZE chances for success**

5.1 Opening Mistakes

## Opening Statement Mistakes to Avoid

**No value for the listener**

**Mentioning products/services without a results statement**

**Asking for a decision, or even hinting at one**

**Sounding salesy**

**“Are you the person there in charge of...?”**

**“Can you help me...”**

5.2 More Opening Mistakes

**Being assumptive and using declarative statements**

**The “Postal Inspector”**

**Just announcing your job title**

**The “Probation Officer”**

5.2 More Opening Mistakes

## **Opening Mistakes**

**“Calling people in your area,” and “Just going through my records...”**

**“I’m updating my database...”**

**“You and I have not spoken before...”**

**“I just wanted to reach out to you...”**

### **The Baseball Opening**

#### **Show and tell**

**“I’m with \_\_\_\_, are you familiar with us?”**

**“I’m not trying to sell you anything...”**

**“Do you have a few minutes to talk?”**

#### **Reading from a script**

5.2 More Opening Mistakes

**Being General Awkward**

- being too familiar, too soon
- mispronouncing names
- reacting to unusual names

**EXERCISE**

Write out any of the opening mistakes you now use and will commit to change:

5.3 Creating Your Opening Statement

## Creating Your Opening Statement

Two Objectives for Your Openings

- 1. Put them in a positive, receptive frame of mind**
- 2.**

Three Questions Your Openings Must Answer

- 1. Who are you?**
- 2.**
- 3.**

## Scripts

## 5.3 Creating Your Opening Statement

## The Smart Call™ Opening Process

### 1. Introduce Yourself

*“Hi, I’m \_\_\_\_\_ with \_\_\_\_\_.”*

### 2. Use Your Smart Call Intelligence

*“I was speaking with \_\_\_\_\_ and she mentioned that you are now \_\_\_\_\_.”*

*“Congratulations on the \_\_\_\_\_ I had read about in \_\_\_\_\_.”*

*“I see that your firm is now going to \_\_\_\_\_.”*

*“I’ve been following your Twitter conversation about \_\_\_\_\_” “I was talking to one of our mutual colleagues, Dan Herold...”*

*“My compliments on the article you posted in the Java Developers group on LinkedIn.”*

*“I understand that one of your major initiatives for the year is \_\_\_\_\_.”*

*“At your website I had seen \_\_\_\_\_.”*

*“We’re the administrators/sponsors of your Medical Society program...”*

## 5.3 Creating Your Opening Statement

## The Smart Call™ Opening Process

### 3. Hint at Your Possible Value Proposition

*“We specialize in working with \_\_\_\_\_, in helping them to \_\_\_\_\_.”*

*“In working with other \_\_\_\_\_, we have been able to help them \_\_\_\_\_.”*

*“It sounds like you might be experiencing \_\_\_\_\_. If so, we have provided a solutions that helps to \_\_\_\_\_.”*

*“... and I understand that your department has been affected by the new regulations regarding...”*

*“... and notice that you are planning a major expansion...”*

*“With other \_\_\_\_\_ in the same situation, we have been able to \_\_\_\_\_.”*

*“There have been some changes/enhancements that potentially could help you to \_\_\_\_\_”*

### 4. Suggest More Possible Value, Contingent on Moving to Questioning

*“I’ve got a few ideas that might be of some value to you regarding \_\_\_\_\_, and I’d like to ask a few questions....”*

*“We might have a few options that could possibly be a fit for you as well. If I’ve reached you at a good time, I’d like to ask a few questions to see if I could provide you with some information...”*

*“Depending on where you are with \_\_\_\_\_, we might have some options worth taking a look at.”*

*“...and I’d like to speak with you briefly to see if this would be of value to you...”*

*“...I’d like to ask a few questions and share some information about these changes/enhancements/options to see if they’d be of interest to you...”*

*“...and I’d like to ask a few questions to see if we have the basis for further conversation...”*

## 5.3 Creating Your Opening Statement

## 5.3 Creating Your Opening Statement

**More Possible Ending Phrases**

*"...see if we should talk further."*

*"...determine if it's something you'd like to take a look at."*

*"...find out if it might be of some value to you."*

*"...see if it might be an option worth considering."*

**Weasel Words**

**Might**

**Maybe**

**Perhaps**

**Depending on**

**Possibly**

**The Time Issue**

- Use it if you are comfortable
- Position it ONLY after the possible value

*"...And if I've reached you at a good time I'd like to ..."*



## 5.3 Creating Your Opening Statement

**A Variation of the Smart Call Opening Template**

**“Hi (prospect), I’m (name) with (company).**

**(LinkedIn/Smart Calling Intel/connection)**

**We specialize in working with**

**(title of buyer/type of company/organization)**

**who/that**

**(describe a situation or problem)**

**and help them to**

**(the result you provide)**

**which means**

**(further describing the end result).**

**(Mention specific customer/client results).**

### 5.3 Creating Your Opening Statement

#### **An Example**

“Hi Pat, I’m Art Sobczak, President of Business By Phone. I saw your post in the LinkedIn Inside Sales Group we both participate in about looking for a prospecting workshop for your Fall 2016 meeting. We specialize in working with sales teams that have new business quotas, helping them to use a proven prospecting process which means they are able to confidently get through to and sell to new buyers. Our most recent client has already opened up 10 new accounts in a week, more than they did the past three months.”

#### **Common Interests, Affiliations**

**Education...where they went to school and level of degrees.**

**Any volunteer experience and causes is huge as well.**

**Interests section in LinkedIn.**

**Honors and awards**

**Check their personal Facebook page**

**IMPORTANT: Download the Other Opening Template in the Course Area Under Video 5.1**

## 5.3 Creating Your Opening Statement

**More General Examples**

*“I was speaking with \_\_\_\_\_ and I understand that you’re now experiencing \_\_\_\_\_. We might have a few ways to \_\_\_\_\_ and I’d like to ask a few questions to see if we’d have the basis for further discussions ...”*

*“I know that you’re now in the process of \_\_\_\_\_, and I have a couple of other ideas that might be able to help you to \_\_\_\_\_”*

*“Hello, Mike, this is \_\_\_\_\_ with \_\_\_\_\_. (If referral, insert: “John Doe suggested I call you.”) We work with \_\_\_\_\_, helping them to \_\_\_\_\_. This results in (fill in with the ultimate benefit or result to them). I’m calling today to ask a few questions to see if this would have value for you and if we should speak further regarding ...”*

*“Ms. Prospect, I’m \_\_\_\_\_ with \_\_\_\_\_. We specialize in working with \_\_\_\_\_, to help them address the issue of \_\_\_\_\_. The purpose of my call is to find out how much of a concern this is to your company, and determine if it would be worth for you to take a look at....”*

**Problem/Pain Opening**

*“Something that I’ve been hearing from other (type of company, or their title) is their frustration with (major problem/pain, and major problem/pain ). We’ve been able to help others deal with this issue, and I’d like to ask a few questions to... “*

*“...see if we should talk further.”*

*“...determine if it’s something you’d like to take a look at.”*

*“...find out if it might be of some value to you.”*

*“...see if it might be an option worth considering.”*

## 5.3 Creating Your Opening Statement

**Opening Examples**

*"Hi, Dr. Moeller, I'm Stephen Drury with Smile Marketing. I noticed the coupons you are running in the school paper and spoke with your office manager about some of the marketing you are doing to build your practice. We have helped other pediatric dentists cut their cost of new patient acquisition by an average of 50 percent, while increasing their number of new patients by 25 percent within six months. Depending on what your goals are, we might have a few options worth taking a look at."*

*"Dan, I'm Karen Browning with Integrated Software. I was at your LinkedIn page and downloaded your report from the new book on managed health care. In speaking with Kelly, your marketing assistant, I understand that you're exploring options to streamline the steps it takes to do your online follow-up with those types of leads. We've had a few other publishing clients who were using 5 to 10 different programs to manage the various aspects of their online marketing and sales. We've managed to replace all of these programs with just one, cutting their software costs, saving hours of time, and in some cases, doubling their online book sales. I'd like to ask a few questions to see if this might be something worth taking a look at."*

*"Heather, I'm Kyle Johnston with Personnel Solutions. I saw your Twitter posting mentioning how many unqualified applications you had to go through the other day. We specialize in reaching high-level managers in your industry who otherwise might not be looking for positions. Recruiters who use our career postings tell us that the candidates they attract are better-qualified—which saves them hours per week by not having to deal with applicants who would never be considered."*

## 5.3 Creating Your Opening Statement

**Opening Examples**

*"Hi, Jack, I'm Zack Krandle with Hometown Construction. In reviewing some of the reports from the city permits department, I came across some of the properties that your firm manages. We have a good relationship with the inspectors here in town; we know their tendencies and specialize in working with landlords whose properties failed building inspections and fix them so they pass. If this is a good time, I'd like to ask a few questions."*

*"Hi Karen, I'm Bill Bland with Superior Software. I liked your response to the redundancy question the other day in the Quality Software Testing discussion group on LinkedIn. I also saw your question about what people are doing to test specific elements of their shopping cart. We've done a whitepaper on that, showing some unique methods that cut down on abandonments that have resulted in millions in increased sales that otherwise might have been lost... and I'd be happy to share that with you..."*

*"In reading your company Facebook page, I saw that there have been some challenges with customer deliveries over the past few months. We specialize in working with businesses that ship with UPS, Federal Express, and DHL, helping them take advantage of the guaranteed refunds the carriers offer for late delivery. We've been able to help most of our clients get refunds ranging from a few hundred to thousands of dollars per year, depending on shipping volumes. If I've reached you at a good time, I'd like to ask a few questions to see if it would be worth our while to talk further."*

*"Hi Mike, Darin Black with SalesSolutions. I've followed some of your Twitter posts and wanted to let you know I really enjoy your insight into the sales force automation area and the challenges managers face. In fact, we have worked with a number of companies helping them to eliminate some of the roadblocks you mentioned... I'd like to ask a couple of questions to see if you'd like to see some of the ways companies have handled those issues..." "*

5.3 Creating Your Opening Statement

**EXERCISE**

**Write out your own Smart Call opening:**

## 5.4 More Opening Examples

**Follow-Up Call Opening****1. Identify Yourself and Company**

*“This is Pat Russell with ...”*

**2. Remind Them You Spoke Before**

*“The reason for the call is to pick up on our last conversation....”*

*“I’m following up on the last time we spoke a couple of months ago....”*

*“I’m calling to continue our conversation of last week....”*

**3. Mention Their Need/Interest and or the ACTION They Were Taking**

*“...where we had discussed ...”*

*“... where we were going through how you could . . .”*

*“... where we had covered your interest in ...”*

**4. Give the Purpose for this Call**

*“I’d like to go through the information I sent you, if you have that handy...”*

*“If I’ve reached you at a good time, I’d like to go through some additional information with you I think you’ll find useful....”*

*“I’d like to go over the results of the discussions with ....”*

**4.a Bring Some New Value**

*“I did some research and I have something else here that I think you’ll be interested in.”*

*“I was talking to another customer since we spoke last and I wanted to run an idea by you that they shared with me as well.”*

## 5.4 More Opening Examples

## Existing Customer Value-Add Opening

### 1. Identify Yourself and Company

*“Hi it’s John with...”*

*(Rapport building/small talk)*

### 2. Reason for Call With Your Value-Added Point

*“In looking at your account I thought about an idea that might help you to...”*

*“...since our last conversation I thought about your practice and something that might be able to help you...”*

*“...the last time we spoke you had mentioned \_\_\_\_\_, and I thought of something that might be of interest as it relates to...”*

*“... I have some good news I’d like to share with you...”*

*“... we just had a change that could affect you very positively...”*

### 3. Get Them Involved

*“...I’d like to ask a few brief questions...”*



## 5.4 More Opening Examples

**Response/Request Opening Statement Formula****1. Identify Yourself and Company**

*“This is John Smith with ...”*

**2. Thank Them**

*“Thank you for requesting...”*

**3. Give Your Reason for Calling, Mentioning a Results Statement**

*“That catalog is on its way, and, so that I can be sure you get exactly what you are looking for...”*

*“I wanted to confirm that you received the ebook/whitepaper/attended the webinar OK, and also be sure that you have all of your questions answered...”*

*“I wanted to be sure that information is what you wanted, and you have all of your questions answered, Also, depending upon what you are looking to do, I might have some additional suggestions for you that could help...”*

**4. Get Them Involved**

*“...I’d like to ask a few brief questions about what you’re looking for...”*

*“...to see if I could provide you with some more information...”*

*:...to see if there is something else I could provide you..”*

## 5.4 More Opening Examples

**Calling Inactive Accounts**

**“We had the opportunity in the past to provide you with  
(whatever they purchased)**

**and we appreciated the relationship. If you are still using  
(product/service)**

**we might have some (options/opportunities/ideas)**

**that could be of some interest ...”**

**New Customer Follow-Up****1. Identify Yourself and Company**

*“This is John Smith with ...”*

**2. Thank Them**

*“Thank you for your recent order of ...”*

**3. Confirm Satisfaction**

*“I wanted to confirm that everything was perfect with your order...”*

**4. Add Value**

*“Also, depending on your project, I might have some additional suggestions for  
you that could help ...”*

*“So that I can let you know about any specials or anything else that you might  
have interest in...”*

**5. Get Them Involved**

*“...I’d like to ask a few brief questions...”*

## 5.4 More Opening Examples

## 5.4 More Opening Examples

**Past Prospect Opening****1. Identify Yourself and Company**

*“This is Pat Russell with ...”*

**2. Remind Them You Spoke Before**

*“I’m following up on the last time we spoke a couple of months ago....”*

*“Back in December we had spoken and sent you a proposal...”*

**3. Mention Their Need/Interest and or the ACTION They Were Taking**

*“...where we had discussed ...”*

*“... where we were going through how you could . . .”*

*“... where we had covered your interest in ...”*

*“... (...had sent you a proposal) for \_\_\_\_ for your \_\_\_ project.”*

**4. Give the Purpose for this Call, Including Possible Value**

*“...we’ve had some changes since then that you might have some interest in...”*

*“... if you have any similar upcoming product introductions, we might have some options that could help you to \_\_\_\_...”*

*“... I understand you are also using\_\_\_\_, and depending on your satisfaction level we might have a few options to \_\_\_\_”*

**4. Move to the Questioning**

*“...I’d like to ask a couple of quick questions to see if I could provide some information you might have interest in...”*

5.4 More Opening Examples

**EXERCISE**

**Write out your opening for the other types of calls you place:**

5.4 More Opening Examples

**EXERCISE**

**Write out your opening for the other types of calls you place:**

## 5.5 Brief Tips and Action Steps

# Brief Tips

## 1. You Have Also Created Your Smart Voice Mail Message

*"Hi, Jack, I'm Zack Krandle with Hometown Construction. In reviewing some of the reports from the city permits department, I had seen some of the properties that your firm manages. We have a good relationship with the inspectors here in town; we know their tendencies and specialize in working with landlords whose properties failed building inspections and fix them so they pass. I'd like to ask a few questions to see if I could provide you some information. I will call you again Friday morning, and if you'd like to call me before then, my number is...."*

## 2. Does Size Matter

## 3. An Unconventional Technique

*"I'll be brief, if that's okay with you."*

## 4. The Critical Problem

5.5 Brief Tips and Action Steps

**ACTION STEPS**

What will you commit to DO from this section?

1.

2.