

Art Sobczak's Smart Calling™ Process Opening Statement Prospecting Template

Here are the components for the openings. On the next several pages is phrasing (represented by numerals "1," "2," and so on, and letters "A," "B" you can use to plug into these components to build your own, and there are several complete examples at the end.

"Hello (their name), "I'm _____ with _____."

- Connection. (See 1 in the examples)

**- Specialty. "We specialize in working with _____."
(See 2 in the examples)**

**- Possible Problem or Desire. "Who/that _____"
(3 in the examples)**

- Possible Value (4 in the examples)

(Pain Avoidance)

*"We help them to (fill in with A. Minimization Verbs) your
(fill in with appropriate B. Undesired Noun)."*

(and/or)

(Desired Gain/Result)

*"We help them to (fill in with C. Maximization Verb)" your (fill in with
appropriate D. Desired Noun)."*

**- End Result. "This results in..." or "What this means is..."
(5 in the examples)**

- Transition to Questioning. (6 in the examples)

"I'd like to (E. Action Verb)

TO

(F. Ending Phrase)."

Use these choices to fill in the blanks, or modify them and come up with your own.

1. Connection. Here is where you use your Smart Call intelligence you had gathered by doing your research, social engineering, LinkedIn work, if you were referred, or anything that lets them know you are not just mass-calling everyone. Use these examples as idea-starters to customize your own.

“I was talking to ___ and I understand you/your organization is now _____”

“On your website I had seen that you are now _____”

“I saw your article in _____”

“I saw an article about your company in _____”

“I was talking to our mutual LinkedIn connection (name) who mentioned that you _____”

“A mutual acquaintance, (name) suggested I contact you....”

“I see that ___ is one of your major initiatives for the year...”

“I saw your post on _____”

“I heard that your company is now experiencing”

“I understand that your organization is in the process of _____”

WRITE OUT YOURS

2. Specialty. Here is where you describe the type of person, organization and/or situation where you have the best success.

√ Their title or position, ie. IT Managers, HR Directors, restaurant owners

√ Type of organization or entity, ie. independent insurance agencies, Family-owned businesses, dental practices, elementary schools, marketing departments, property managers, etc.

WRITE OUT YOURS

3. Possible Problem or Desire. Here you mention the problem that you solve—that they are likely experiencing— or their likely desired goal or result. For example...

“...who are looking for more targeted web traffic...”

“...who are having challenges keeping up with their customer service issues...”

“...that need a 24/7 option for their security monitoring...”

“... that experience more downtime than they'd like...”

“...who are considering the automation of their project management ...”

WRITE OUT YOURS

4. Possible Value. Here you describe what you help organizations/ individuals avoid or gain. Of course you need to customize these to your prospect's situation and add the appropriate language.

A. Minimization Verbs

save
salvage
free up
consolidate
minimize
decrease
cut down on
eliminate get
rid of
reduce
lessen
cut
lower
soften
slash
shrink
slice
trim
combine
modify

B. Undesired Noun

costs
trouble
difficulty
problems
restriction
obstacle
annoyance
inconvenience
time
expense
charges
taxes
waste
hassle
burden
work
drudgery
labor
effort
paperwork
bother
worry
anxiety

C. Maximization Verb

strengthen
Intensify
reinforce
Boost
increase
expand
add
Grow
maximize
Enhance
create
Build
Ease

D. Desired Noun

profits
sales
dollars
revenues
income
cash flow
savings
time
productivity
morale
motivation
output
attitude
market share
image
victories

WRITE OUT YOURS

5. End Result. Discuss the outcome, what it means for them, or what actually happened with your customers. Quantify at every opportunity.

“For our clients this has resulted in gains ranging from 10%-50%.”

“What this typically means is an overall decrease in turnover, in some cases up to 80%.”

“And the final outcome is a workforce that is more motivated and productive.”

“...most of our clients double their conversions after using the program.”

WRITE OUT YOURS

6. Transition to Questioning

1. Action Verbs/Phrases

Discuss your situation...

Ask a few questions about...

Review what you are doing now for...

Go through your requirements for...

Find out about ...

2. Ending Phrases

To see if I could provide you with some information...

To see if you d like more information...

To determine if we might have a reason to speak further

To see if this could be of value to you ...

To see if we have some options that would be worth taking a look at...

WRITE OUT YOURS

Your Completed Opening

Combine your components and stitch them together into a conversational opening.

Examples

Let's look at some examples based on this template. As you can see, when you customize and tailor your messaging, it is very natural and conversational.

“Hello Ms. Dillon, I’m Dudley Denton with Able Automation. In talking to your billing department, I understand there’s an initiative to streamline the process there. We specialize in working with trucking firms that are running a longer days-outstanding time than they’d like, and help them cut down on the time spent preparing and getting out invoices. This results in increased cash flow since bills are paid more quickly. I’d like to ask a few questions to see if I could provide you some information.”

“Dr. Grillo, this is Jill Nostrel with Reliable Associates. We are affiliated with the Michigan Physician’s Association you belong to. We work with association members who are sole practitioners, and provide an option for disability income that is beyond their basic coverage. This means they can replace their actual level of income in case they were unable to practice. If I’ve reached you at a good time, I’d like to ask a few questions to see if this is something that you’d like to take a look at.”

“Hi Don, I’m Dale Fallon with Fishbreath Contracting. Congrats on the announcement about opening your new locations planned for next year. We are specialists in working with fast-growing franchises and providing a one-stop shop for their build-outs, meaning they cut down on the time and hassle of dealing with multiple contractors at different locations. We did all the ZapLube locations in the area, saved them over \$100,000 in labor, and they opened every store on time. I’d like to ask a few questions about your store to see if we should talk further.”

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