



Cold Calling (Without the Cold)

## OPENING AND VOICE MAIL FILL-IN-THE-BLANKS TEMPLATE

Here are the components for an effective prospecting opening/voice mail, based on the Smart Calling process. On the following pages are suggestions for the phrasing you can plug in to build your own. Follow along with the video or audio training for a tutorial on how to put together the most effective messaging.

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

### Connection (Messaging Component 1)

\_\_\_\_\_  
\_\_\_\_\_

### Specialty (Messaging Component 2)

"We specialize in working with \_\_\_\_\_"

\_\_\_\_\_  
\_\_\_\_\_

### Their Possible Problem or Desire. (Messaging Component 3)

"Who/that \_\_\_\_\_"

\_\_\_\_\_  
\_\_\_\_\_

### Your Possible Value (Messaging Component 4)

*Pain Avoidance*

"We help them to (fill in with A. Minimization Verbs)

\_\_\_\_\_

their (fill in with B. Undesired Noun)

\_\_\_\_\_

(and/or)

*Desired Gain/Result*

"We help them to (fill in with C. Maximization Verb)

\_\_\_\_\_

their (fill in with D. Desired Noun)

\_\_\_\_\_

### End Result (Messaging Component 5)

"This results in..." or "What this means is..."

\_\_\_\_\_

\_\_\_\_\_

### Transition to Questioning (Messaging Component 6)

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

\_\_\_\_\_

\_\_\_\_\_

to (F. Ending Phrase).

\_\_\_\_\_

# MESSAGING COMPONENTS FOR THE OPENING/VOICE MAIL TEMPLATE

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 \_\_\_\_\_"

## 2. SPECIALTY

Here is where you describe the type of person, organization and/or situation where you have the best success. Examples include a 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.

## 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 ..."

## 4. POSSIBLE VALUE

Here you describe what you help organizations/individuals gain or avoid. Of course you need to customize these to your prospect's situation and add the appropriate language. (This might not fit the exact wording in the template, so use your judgment for your own situation to make it conversational.)

### 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

## 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."

## 6. TRANSITION TO QUESTIONS

### E. 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 ..."

### F. 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..."

## 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. This saves labor costs, and means they open on schedule. I'd like to ask a few questions about your store to see if we should talk further."

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