

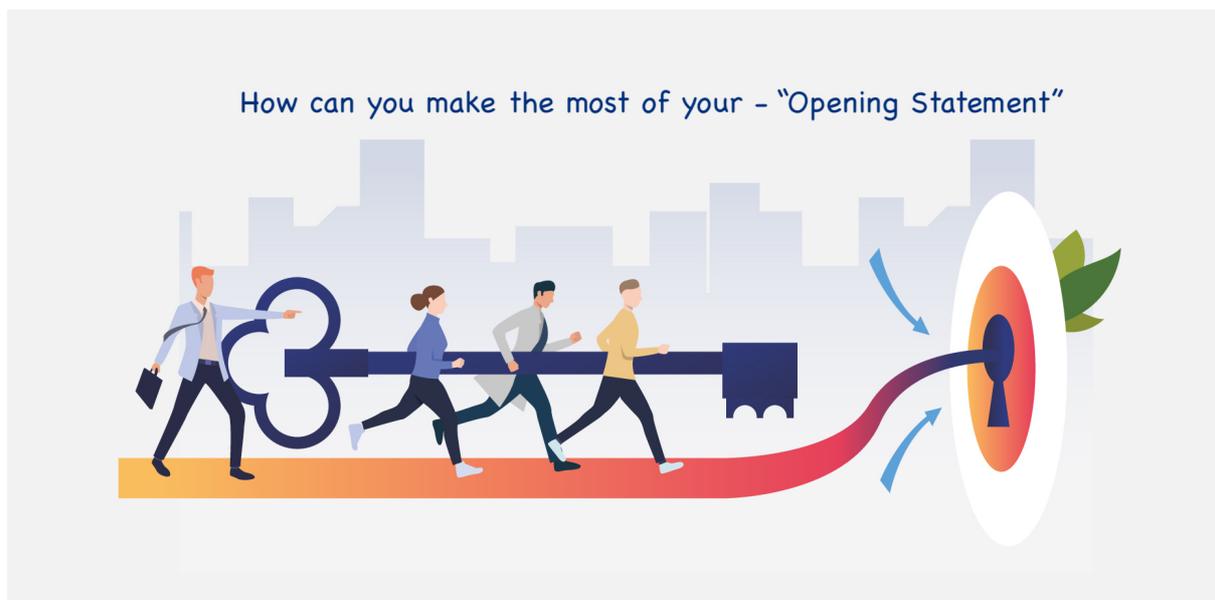


# 15 Ways To Make The Most Of Your - OPENING STATEMENT While Cold Calling

The Inside Sales Consulting Group

*The 15 points mentioned in this paper will help you make the most of your 'Opening Statement' while cold calling.*

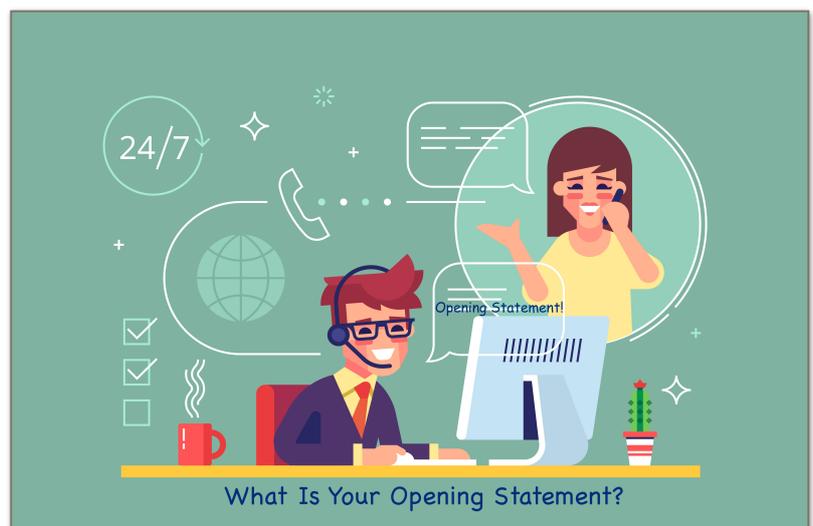
*We have outlined the questions/ideas/suggestions you need to ask yourself before placing your next cold call.*



*The Openers:*

1. In your Opening Statement, if you **greet the prospect**, be genuine and react to their answers. Just saying 'How are you doing today?' would be counter productive if you genuinely do not want to know the answer and if you do not react according to what the prospect says.

2. You should **always answer** the pertinent question - "What's in it for me?" for the prospect/client.
3. **Always offer** a benefit, value or information that would help the client/prospect. Every call you make, you must offer something of importance to the prospect.
4. **Never push for a decision** at the beginning of the call - "... to set up an appointment..." - they might not be ready yet. Ensuring that benefit is clearly made known will help in setting the tone of the call. Asking before offering a benefit would force the prospect on the back-foot which you do not want to do in a cold call scenario.
5. Your opening is the **most important** aspect of your calling - the fate of your call depends on it. Be clear and don't rush!
6. **Most reps start with** - : "Mr. XYZ, My name is Rohit and I am from The Inside Sales Consulting, we provide..." instead offer value/benefit before mentioning your name/company. something like: "Mr. XYZ, my company specializes in building Inside Sales practice for SMEs, I'm with The Inside Sales Consulting..."
7. The same advice is with regards to asking for someone's time - Offer value/benefit before asking for someone's time. Time could be both an upfront contract to proceed with the details over the same call or asking for a future meeting. **Don't ask before giving.**



8. When you call someone and **share a story or an idea**, the chances of a 'dead' call reduces significantly as against when you call someone about a product or a service. Hence, having a great Opening is imperative.
9. Three important aspects that you can add to your opening statement are - **Introduction, Value and a 'Wow' factor**. For example,
  1. solving an industry wide problem,
  2. using a real customer benefit and how they use your product/ service,
  3. how you may have worked with the prospect's industry and helped them
10. Your Opening Statement must have **2 objectives** - 1. To move your prospects into questioning mode, 2. They should be in a positive frame of mind.
11. **Keep working on your Opening Statement**. After you have created it, set it aside for sometime and come back to edit it. Do it till you have a statement which resonates with your clients/ prospects.



12. **Every Word and Every Idea** that you are pushing with your Opening Statement must be in sync with what you want to convey. If it is not impactful enough, you need to change it.

13. **When Following up**, never say - "Just wanted to say hello...", "Just wanted to check how things are?", "Just wanted to see if you have any questions", rather you might use things like - "I'm calling to review/discuss/analyse ..."

This **ensures a conversation** takes place and does not pose an open ended question to the prospect.

14. We send material to the prospect, and followup with them asking - **“Have you received the document I had shared?”** If he hasn't he will let you know. Your focus should be to provide value and benefit and not make the call about the attachment you had shared.

15. Remember **your customer is a prospect for your competition.** They will keep chasing your customer. It is your duty to ensure you are creating enough value/benefit for the customer to stick around, every-time!



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