

# Engage and Convert: Mastering the First 30 Seconds of Your Cold Call with Uassist.ME

## Client profile:

- **About:** Score Capital is a financial services firm that specializes in providing investment solutions and strategic financial advice.
- **Industry:** Financial Services
- **Revenue:** \$2.8 Million
- **Employees:** 75+

## Challenges faced

Score Capital experienced **low engagement during cold calls**, which hindered their lead generation efforts and resulted in **missed opportunities**.

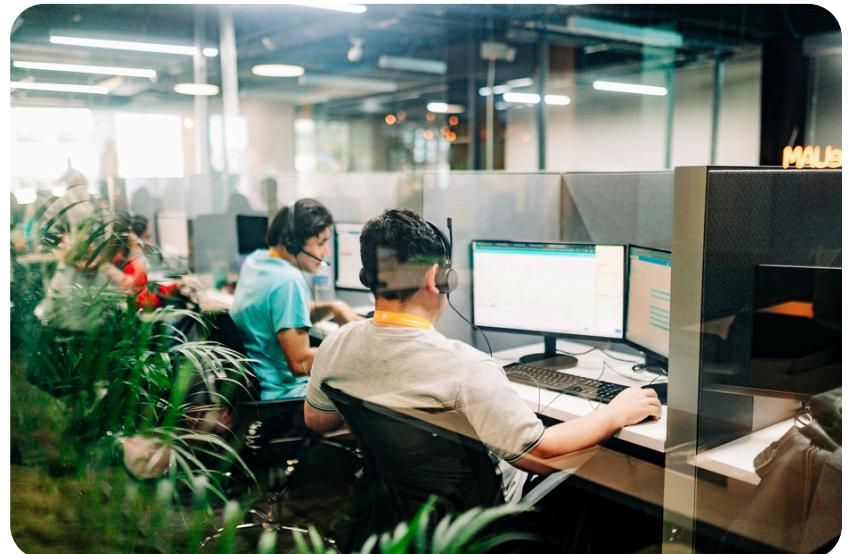
They needed a solution to improve the effectiveness of their initial interactions with prospects.

## Uassist.ME solutions

1. **Deep Dive:** We work with Score Capital to understand their target audience, industry trends, and unique value proposition.
2. **Data Analysis:** We analyze past call recordings, focusing on successful interactions and identifying elements that led to engagement.
3. **Script Development:** Leveraging the insights gained, we create compelling opening statements that incorporate:
  - **Attention-grabbing Hooks:** We craft impactful statements that pique the prospect's interest and highlight the potential value you offer.
  - **Personalized Value Propositions:** We tailor the message to address the specific needs and challenges of the prospect's industry or role.
  - **Clear Call to Action:** We guide the conversation by setting a clear expectation for the next step, whether it's scheduling a follow-up meeting or providing additional information.
4. **Training and Support:** We provide comprehensive training to Score Capital's sales team, equipping them with the tools and confidence to deliver the Uassist.ME script effectively. We also offer ongoing support and refine the script based on real-world results.

## Program Summary

- **Supported Workflows:** Cold call scripting, sales training
- **Channels:** Phone, sales training sessions by Zoom.
- **Tech Stack:** Readymode, OpenPhone.
- **Data Security:** SOC2, PCI Compliance



## Improvements



**17%**  
Increase of calls lasting longer than 30 seconds



**19%**  
Increase of conversion rates



**9%**  
Increase in conversion rates per representative

Achieved in the first two months

## Why the First 30 Seconds Matter:

- **First Impressions:** Studies show you have a mere 7 seconds to make a positive first impression [Source: [Psychology Today](#)]. The initial seconds of a cold call establish the tone and determine if the prospect will continue listening.
- **Attention Spans are Shrinking:** In today's fast-paced world, people are bombarded with information. You need to grab their attention quickly before they lose interest.
- **Setting the Stage:** The first 30 seconds set the stage for the entire call. A strong opening builds rapport, establishes your credibility, and positions you as a valuable resource.

## Our secret:

Uassist.ME goes beyond generic scripts. We analyze your ideal customer profile and leverage data from your top-performing calls to craft personalized opening statements. This ensures your message resonates with the specific pain points and needs of your prospects. Here's where we excel:

- **Keyword Selection:** We identify the right keywords that resonate with your target audience. By using terminology relevant to their industry and challenges, we grab their attention and pique their interest. This is crucial for crafting compelling opening statements that hook prospects from the very beginning.
- **Data-Driven Personalization:** We analyze past call recordings, focusing on successful interactions and identifying elements that led to engagement. This includes keywords and phrases that resonated with prospects.