



Sales Fundamentals

An Effective Call Opening

Why We Should Call Clients



The average worker gets 120 emails a day- 50% are spam.



The average open rate for emails is only 21%

The Importance of a Strong Call Opening



To peak your Clients interest



To build credibility and differentiate yourself



To minimise receiving objections



To set the tone and purpose for the rest of the call



Common Pitfalls Made in a Call Opening

Using Filler Words

Your Reason Not Being Relevant

Not Having a Strong Reason for Calling

Not Being Confident and Succinct in Delivery

Making a Call Warmer – Client Persona



Goals & Objectives

Communication Style

Typical Objections

Challenges

Which of your USPs are most relevant to them?

Structure of a Call Opening

1

Introduce Yourself and Where Your Calling From

2

Reason and Benefit for Calling

3

Open Question