



# 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  
Not Having a Strong Reason for Calling

Your Reason Not Being Relevant  
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