

# “JUST FOR OPENER”

Presented by J.W. Owens



**A Perspective 101 Series**



# “JUST FOR OPENERS”

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Are you using this for an opener?

*“Hello, I need to make some commission to pay my rent and my boss is on me, so could I possibly have some of your money?”*

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- You’re probably not using these exact words but if you are using

*“I’d like to talk to you about advertising”*

that is what the customer is hearing.

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This statement **offers no benefit** to the customer. Your customer's time is valuable and like anything of value, they are not going to give it to a stranger **without receiving something of value** in return.

You have to offer **something** to the customer before they will give you their precious time. It is important to **“engage”** the customer, to get them involved or you will never get the time of day from them, much less an ad.

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Before formulating an opening statement you need to know what you want to accomplish.

An **opening statement** should do the following:

1. Tell **who** you are
2. **Where** you're from (Company)
3. **What** we sell (We sell customers not advertising)
4. **How** they will benefit by speaking with us

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The opener should be

**short,**

**direct,** and

**focused**

on the **Customer.**

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Keep it **brief**, edit your opener until **every word** serves a purpose.

Eliminate any words that might confuse the customer.

Use **strong** words “maximize, increase, save, profit from, improve etc.”

If **prospect** isn't convinced that they have **something to gain**, the call is over.

Once you have accomplished the above, bridge directly into asking your SPIN question and proceed with the call.

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Here is an example:

- “**Mr. Customer**
- (1), my **name** is J.W. Sales rep
- (2), I **am your** (\_\_\_\_\_) **representative**
- (3), I have **helped** a lot of local businesses  
    , here on the Treasure Coast.
- (4), bring **more** customers into their stores
- (5). I’d like to ask you a few questions to see how we can do the  
**same for you.**



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This opening statement takes just about 15 seconds to deliver.

Here's what it accomplishes in that time:

- It starts off with the **customer's name**. This is a simple way to **get the customer to listen**. We are conditioned to pay attention when our name is mentioned.

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- The rep **identifies** him/herself.
- **Identifies** the company.

By using *“I am your”* the rep stays **focused on the customer**

and assumes a professional relationship with the prospect.

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- Establishes the **rep's credentials** and shows that our focus is on helping businesses.
- Using the **local community name** further establishes the rep's credentials (we've helped locally) and makes the **prospect want to know more**.

**Business people always want to know what is going on in their community.**

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- Customer focused benefit-“**bring more customers**”.

This is a strong benefit to the customer. The possibility of getting “**more customers**” justifies giving you an audience.

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- Quick bridge into questions.

Once you have the **customer's interest**, **asking questions** will further **engage them** and lead to discovering their needs.

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Using an **effective call opener** is one of the most important things you can do to ensure your own success.

Think about **how the prospect hears** what you are saying:

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- **You say**... **They think**

*Did I catch you at a bad time...*

It's always a bad time to talk to a clueless sales rep.

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- **You say** ... **They think**

*I was just in the area and thought I'd stop by...*

So you're wandering around aimlessly and thought you'd waste my time



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- **You say ... They think**

*I have this special program and it's very inexpensive...*

I don't care how much it costs, what does it do for me.

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- **You say...** **They think**

*I'd like to tell you a little bit about our company and our products....*

I don't really care about your company I'm worried about my company.

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- **You say...** **They think**

*Did you see that game last night ...*

You may have time to chat but I've got important work to do here.

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- **You say...** **They think**

*If it's not too much trouble, could you maybe, possibly spare a few minutes to talk to me...*

**WIMP!**

Loser with a capital “L”.

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Given the impact of your opening statement on your sales results, you should work on developing the best openers possible.

**Try these ideas:**

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- Ask the **successful** cold callers in your office **what they use** for call openers.

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**Write down** some call openers of your own.

Obviously you aren't going to walk into a business and read a prepared statement.

**Writing** your opener can help you to develop a powerful & concise statement.

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Develop openers for **several scenarios**, i.e.

When you **know** the owner's name,

when you **don't**,

for **gatekeepers**,

for **different types** of businesses.



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Rehearse and role-play your openers until they

**sound smooth**

**and**

**confident.**

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## Experiment,

try different techniques and observe the **prospect's reactions**.

Use this information to refine your openers.

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Always keep your opener **fresh**.

Make sure you are delivering it with as much energy at 3 PM on Friday as you do at 9 AM on Monday.

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Make good

**eye contact**

**and smile.**

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**Persistence, Commitment, Consistency !**

**Prospect Everyday**

**120 minutes minimum**

**Please Don't Quit !!!**

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This is a series of Training for your  
Management, Sales & Office TEAM

## Good Selling !



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