

Opening Statements

Totally Cold

Hi (*name of person*), this is (*your name*) with (*your company*).

Have I caught you at a good time? I know your time is valuable so I promise I will just take one minute.

We work with organizations to (*your unique statement*). What we have found is that by (*your unique benefit*) helps (**choose one only**)(increase profits; improves their ability to lead and manage people; positively impacts the company's customer base; helps the company grow and innovate, etc.)

I was wondering if you would be interested in meeting over coffee so we can determine if it makes sense for us to talk further?

(or)

How does that sound?

(or)

I am available on (name two days the following week you are available).

***If you do not get the appointment, be sure to ask if they would be interested in being on your mailing list, getting your newsletter, or if they know of anyone who would be interested in your services.*



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