



# COLD CALL LIKE A BOSS

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## Example Sales Call Openers

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## Example Sales Call openings (Valid as of April 2022)

*“Hi Brian, we’ve never spoken before – it’s Chris Dawson from 6<sup>th</sup> Door. Brian, I’m calling specifically as I’m keen to book a meeting with you.”*

*“Hi, I tried earlier but didn’t get through, it’s Chris from 6<sup>th</sup> Door in Liverpool, is that Elaine?”*

*“Sue, we’ve never spoken before, it’s Chris from 6<sup>th</sup> Door. Sue, I was calling specifically as I’ve been keen to book a meeting with you.”*

*“Hi Gary, it’s Chris from 6<sup>th</sup> Door in Liverpool – Gary, we’ve never spoken before, but I’ve been keen to get two minutes with you for a time now”*

*“Helen, we’ve not spoken before, let me quickly tell you the reason for my call, and you can let me know whether or not it makes sense for us to have a conversation. Fair enough?”.*

*“Sharon, good to speak with you. I’ll get straight to the point.”*

*“Hi Claire, it’s Chris from 6<sup>th</sup> Door – Listen, this might turn out to be an irrelevant call for both of us, but I was keen to take two minutes of your time.”*

*“Hi James! Glad I’ve got to speak with you. I’m on your website and see you XYZ. Listen, I know at 10am I’m probably an interruption to your day. I was wanting two minutes of your time*

*“Hi Karen, I know this is an interruption to your day, but I’m keen to take 30 seconds of your time.....”*

*“Robert, we’ve never spoken before, I’m glad I’ve got you for two minutes as I’ve an idea to I’ve been keen to run past you”*

*“Hi James, I’ve been talking with Fleet Managers around Surrey all morning, and everyone seems to be telling me the same thing **[INSERT PROBLEMS]** Does that sound familiar to you?”*

*“Karen, I’ve only got a couple of minutes, but I was keen to talk with you. I know you XYZ, and from the calls I’ve had this morning a lot of people are saying that XYZ is challenging at the moment, is that the same for yourselves?”*

*“Hi Karl, I know you currently use XYZ and often do XYZ, so I presume you’re looking to speed up that process? If you’d be open to it, I’d like to sort a time to show what we’ve done to help other companies.”*

*“Hi, I tried earlier but couldn’t get through – it’s Chris from 6<sup>th</sup> Door in Liverpool”*

*“David, we’ve not spoken before, it’s Chris Dawson from Vehicle Track UK in Cambridge. David, I know I’m an interruption to your morning, so I’ll get to the point. I’ve been keen to speak with you as I know you’re the Fleet Manager for XYZ and I’ve been having some interesting conversations around the UK with other managers about rising fuel costs.”*

*“Hey, I’ve been having a lot of conversations with hotel owners recently and a lot of them are saying that along with staff shortages and restrictions, it’s feared that funding for growth plans or new equipment is something they’re concerned about. I don’t know if you’ve been having similar conversations?”*

*“Hi Kevin? Kevin, we’ve never spoken before, it’s Chris Dawson from Web Design Northwest. I wanted to call you as I’ve been keen to book a meeting with you for a time now.”*

*“Why?”*

*“Well, I’ve been working with a lot of roofing companies around Devon recently, and they’ve been feeding back that they seem to be either getting a lot of hits to their website, but they don’t seem to ever turn into real enquiries? Or they’ve spent a lot of money with web agencies and aren’t quite sure what they’ve got for it? I don’t suppose either those things sound familiar Kevin?”*

**Script yourself**