



USING COMPOUND CONVERSATIONS TO BREAK THE ICE



UNPOPULAR OPINION:

SETTING A MEETING
DOESN'T HAVE TO BE
THE MAIN OBJECTIVE OF
YOUR COLD CALL.

Shawn Sease shared with us the interesting idea of Compounding Conversations. Here's a brief overview:

YOU OPEN WITH:

Hey *{prospect name}*,
this is *{your name}*
from *[your company]*,

you're not expecting my call at all. In fact, this is the first time I've tried to connect with you. Do you mind if I take half a minute and I'll share with you exactly what I'm up to today?

COMMON RESPONSE:

“

I'm actually walking into a meeting /
I'm on another call /
It's not a good time

”

SWING BACK WITH:

“

You know, I've got a knack for interrupting people at the wrong time. Would it make more sense if I call you back at two o'clock this afternoon or is tomorrow better?

”

▶ NOW:

1. Either they'll pick one of those two times.

“Yeah, call me back this afternoon.” Now the door is open for a follow up call. Next time you speak with the prospect, you’ve got that permission and familiarity in place already.

2. Or

“Well hold on. I'll give you a minute. What's up?”

EXPECTED RESPONSE:

“

Hold on. Before I get my calendar out. You haven't even told me what this is about.

”

TA-DAH.

We're now on our way to a two-way conversation in the first seven to ten seconds of the call, plus you've got the green light to move forward with the rest of your pitch.

Give it a try and let us know if it works for you!

