



## **The 1<sup>st</sup> 11 Seconds Of A Prospecting Call...**

**On Average Your Sales People Have 11 Seconds  
To Peak Enough Interest In Your Prospect's or Customer's Mind  
For The Prospect Or Customer To  
Want To Know More!**

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### **Getting Past "11 Seconds"**

**Getting Past The 1<sup>st</sup> "11 Seconds" Of A Prospecting Call  
Requires The Effective Development & Execution of  
Compelling Opening Statements.**

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## **7 Steps To Developing Compelling Opening Statements**

- 1) Introduce Your Salesperson & Your Company**
- 2) State What Your Company Does**
- 3) Include An Important Fact About The Prospect**
- 4) Convey "What's In It For The Prospect"**
- 5) Leave The Prospect Wanting To Know More**
- 6) Effectively Bridge To The Qualification Stage**
- 7) Effectively Convey This Information In 11 Seconds**

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