



## **The CONNECTION™**

May 29, 2008

### **The 9-Second Decision**

Your office phone rings. You answer and discover it's a stranger. In your mind, you ask yourself two questions, in this order: Who is calling? Why are they calling? And you make The 9-Second Decision: Do I stay on the call because I'm interested, or do I cut the stranger off?

Now, reverse the roles. You're the one who's calling a prospective customer. He's asking himself the same two questions - Who are you? Why are you calling? And keep this in mind: the time you have to connect with that prospect may actually be much shorter than 9 seconds.

Plan how you're going to engage the prospect:

- Create a self-introduction that answers the first question. Tell the prospect who you are and what company you work for.
- Follow your self-introduction with a "grabber," a statement or question that grabs the prospect's interest. It might be a startling statistic, an intriguing fact, a brief personal story, or an open-ended question that gets the prospect thinking out loud and doesn't have an implied answer.
- Practice your self-introduction over and over - out loud - until you don't have to read it and it flows smoothly and conversationally. Then pick up the phone and call the prospect.

There's no one self-introduction and grabber that works for every prospect, but when you find one that does work, your 9-second window may turn into a long-term customer relationship.

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