

Here are a few lead-in lines you might use to start a conversation with a customer.

“I just faxed you a letter from a customer who had an experience similar to yours.”

“Something new has occurred that I thought you would like to know about.”

“I was thinking about you, and called to see if you found out about this or that.”

“I discovered something that I believe to be an important factor in your recent decision.”

In general, it's not a good idea to say, “I called to see if you got my letter, proposal, information or sample.” This gives the customer a way out. If he or she doesn't want to talk to you, the customer will say, “No, I never got it.” And where does that leave you? Nowhere! But if you use this opening and your customer says he or she didn't get your letter, you might say, “That's too bad, let me tell you about it.”

The most important point to remember is to get the dialogue going!