

# **21 Cold Calling Opening Lines That Start Conversations**

**Josh Braun**

1. Hi Lisa, you're probably going to hate me because this is a cold call. Would you like to hang up or can I steal two minutes?
2. Hey Josh this is Beth. We've never met but I'm familiar with your company through Tito Borht and was hoping you could help me out for a moment.
3. Hi Josh, I'm X with Y. We've never met, but I'm familiar with you through the Boca Triathlon Group and was wondering if you could help me out for a moment.
4. Hi Jess, this is Matt. We've never met but I'm familiar with Jellyvision through Bob Stone who previously worked there as an SDR and was hoping I could ask you a quick question.
5. Thank you for taking my call, I know you weren't expecting it, but would it be okay if I briefly explain the reason for my call?
6. Hi Jess, this is John with X, we've never met but maybe you could help me out for a moment?
7. Hi Lisa, this is Josh with Red X. We've never met but I was on your website and have a quick question. Do you have a minute?
8. Hi Lisa, you're probably going to hate me because this is a cold call. Would you like to hang up or roll the dice?
9. Hi Josh, this is Bob. We've never met but I was on your LinkedIn (or website) and had a quick question. Do you have a minute?
10. Hi Lisa, this is Josh with Red X. I'm looking to send some info to the person who handles sales training and was hoping you could point me in the right direction.

11. Thank you for taking my call, I know you weren't expecting it, but may I briefly explain the reason for my call?
12. Hi Lisa, this is Josh. Full transparency, this is a cold call. Would you like to hang up or can I tell you why I decided to call you today?
13. Hi Lisa, this is X with y. Full transparency, this is a cold call. Can I steal 30 seconds to explain why I'm calling and you can tell me if it makes sense to continue the conversation"?
14. Hi Lisa, this is Josh Braun. We've never met but I was hoping I could ask you a question. It's okay if the answer is no. I know you didn't ask me to call you.
15. Nancy? Nancy, it's Josh Braun. And I'm an absolute stranger so don't rack your brain trying to figure it out. I don't know you, you don't know me. Complete stranger here. Can I tell you why I decided to call you today?
16. Hello Frank, thanks for taking my call. It's Josh. Listen Frank I know my call is an interruption to your day but can I steal 27 seconds to tell you why I'm calling? (ConnectAndSell)
17. Lisa, thanks for taking my call. Do you have a moment? (Credit to John Barrows)
18. Hey Lisa, my name is Josh. We've never spoken before but, do you have 30 seconds for me to tell you why I've decided to call you today.
19. Hi Lisa, we work with a couple of fintech companies in Chicago. It's Armand at Pave. Have you heard our name tossed around? (Credit to Armand Farrokh)

20. Hi James, I know you weren't expecting my call. Do you have two minutes?

21. Hi {name} it's Charlotte from SalesLoft, just scrolling on your SDR team on LinkedIn (or just "LinkedIn") and wondering if you had a second? Credit to Charlotte Johnson.