



ICE-BREAKER STRATEGIES

AMIT SHARMA

INTRODUCTION

"It's really great to meet you Mr. XXX. I am Amit. How may I help you?"

I said this to the customer in my 1st meeting & regretted for being sounding Salesy, all business & lost the opportunity.

Yes, I was nervous & went straight for business talk. We both didn't warm up to each other for deeper talk as customer felt uncomfortable.

People do business with people they like and for that, you should make him/her at ease first.

Eventually, he didn't open up to share his hidden problems. It was all formal talk.

- What product they are looking for
- How they want it &
- How soon they want it.

A successful "ice breaker" is the stepping stone to a great conversation and relationship. It can be a relevant comment, a comedic quip, or just an observation that suddenly makes the person sit up and take notice.

As any veteran salesperson will tell you, no two prospects are alike, just as no two phone calls are ever the same. Therefore, these are more like ice-breaker concepts that you can personalise to your prospects to boost your game and sales conversion rates.

Sound challenging? It should. Let's not mince words. If you say the wrong thing, you'll find yourself breaking more than the ice. So, before I introduce to you the best ways to 'Break-the-ice' with prospects, let's first understand the rules of the game.





RULES TO FOLLOW FOR A SUCCESSFUL ICE-BREAKER

ALWAYS DO YOUR RESEARCH BEFORE A MEET AND GREET

Whether you're creating an ice breaker for sales meetings or calls, having a working knowledge of your prospects is important.

One goal you should have in any sales conversation is to try to **Build a Relationship** with the person on the other end of the line.

And, in any relationship-building initiative, it's important to know some things about your prospect to help you find common ground with them. This will also make it easier for you to understand their motivations, which will ultimately help ramp up your conversions.

Don't rely solely on what limited information you may know about this person. Instead, spend 10-15 minutes (max) researching them.

And keep in mind, this doesn't need to be heavy-duty research. Simply use publicly-available information by searching their name on Google, then peruse sites like ...

- Facebook, Twitter, or Instagram to see what they're talking about and what's important to them.
- LinkedIn to better understand their professional background.
- Their Company Website, blog (if they have one), for information about the organization and their role within it.



CREATE A CONNECTION EVEN BEFORE YOU CONTACT THEM

Do you know what's a great way to break the ice? Familiarity.

By establishing yourself as a pillar in their social network, you're already developing your presence in their radar even before the sales call.

Social media makes this much easier. You can connect with a lead on their social media account, and from there, you can both keep tabs on each other.

To make your Social Selling work, make sure you create content relevant to your prospects. If they interact with you, make sure to send a response.



Rules to Follow for a Successful Ice-Breaker



EASE UP ON YOUR PROSPECT

If you want your prospect to relax and warm up to you, you have to do the same. Don't be in a rush and try to ease your nerves, if you're feeling nervous.

Don't start your meeting/presentation right away as well. Take some time to get to know your client and listen to them first before diving into business.



DON'T FORCE A CANNED ICE BREAKER

Sometimes, you find that a particular ice breaker works well for one prospect. Great, but it doesn't mean you should use it for every single one.

It's important that you still gauge the conversation and the mood of your prospect to find one that's best for that particular situation.

The ice breakers listed down aren't scripts. Instead, use these as a guide to keep in the back of your mind if you find yourself at a loss for words.



ICE BREAKER FOR SALES CALLS & F₂F MEETINGS

POINT TO SOMETHING FAMILIAR

Effective salespeople know that part of being prepared is digging into social media, such as LinkedIn to learn more about your prospect, his or her company, and pain points you can help them solve.

EXAMPLE:

Did the person recently get promoted or changed his organisation?
Bring that up first.

People love praise and a little buttering the muffin may get you an “in” you can use to close the deal.

HOW TO SAY IT WITHOUT SOUNDING SALESY?

Mr. Amit, Congratulations on the New Role/New Job. How is it going?



OFFER A COMPLIMENT

People love to get kudos for something they inherently own. That's the whole reason for owning it - right?

EXAMPLE:

Office Space / Location / Cool Interiors / Personal Cabin

Amazing Website

The Watch / The Perfume

Great Cars/ Trophies Collection

Courteous Reception

HOW TO SAY IT WITHOUT SOUNDING SALESY?

That's a very Impressive _____ (Collection of Trophies) you own.

OR

That's a very Impressive _____ (Website) you have build.



FIND COMMONALITY

People love to do business with people they like. People who are similar to them. So find something you and the prospect have in common.

EXAMPLE:

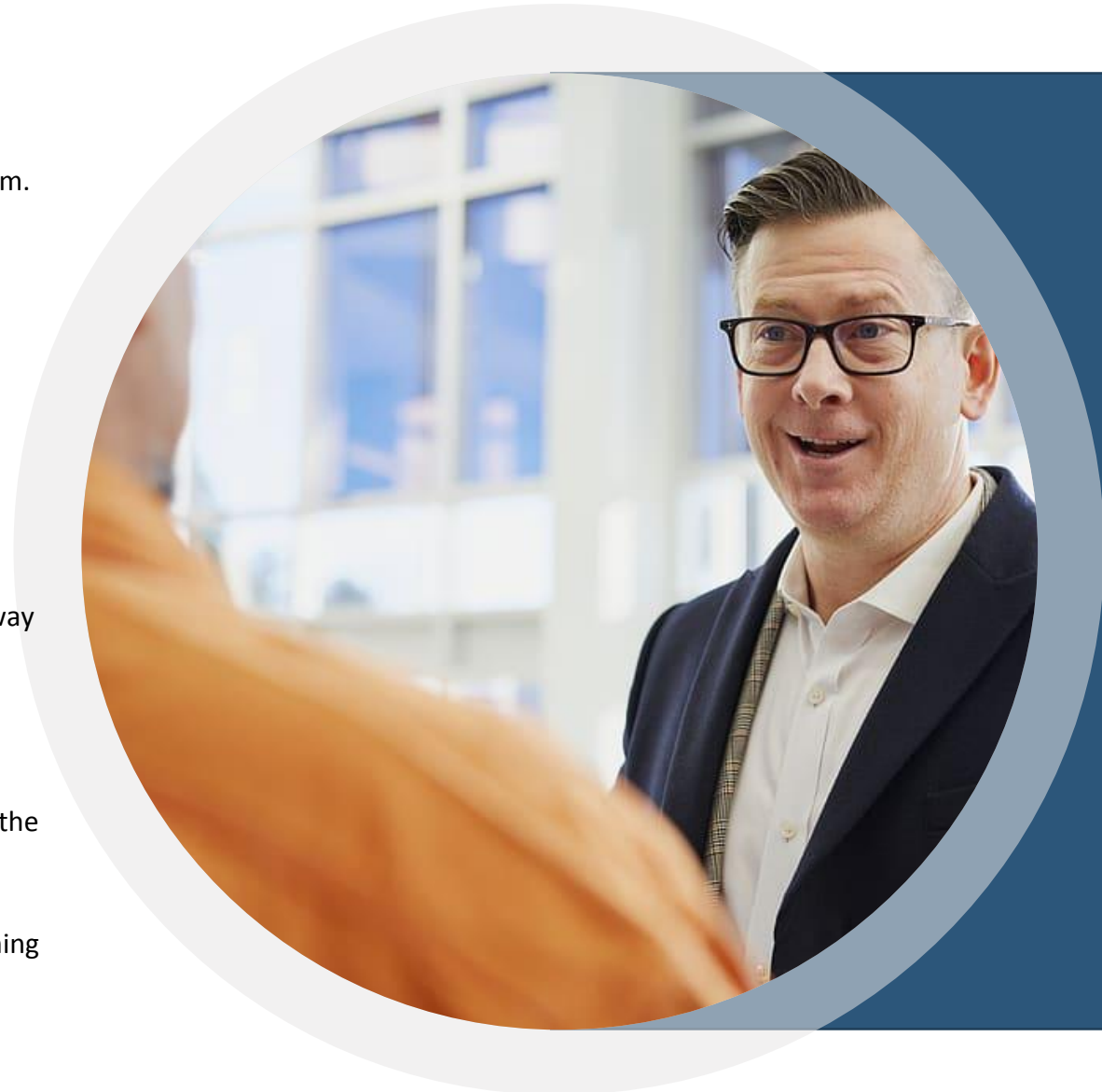
- You might live in or originate in the same state/area as the prospect.
- Went to the same school/College – or even pursue similar hobbies.
- You both are same sport enthusiast
- Read Similar Books

Finding common ground can both put you on the same level, which is a great way to form a business relationship.

HOW TO SAY IT WITHOUT SOUNDING SALESY?

For Common Location - I read you are also from ___ place. Is that right? [Build the Conversation on Top of it]

For Common Hobbies - I noticed your interest for IPL. Is that right? Once Customer confirms it, ask which team do you think has a better chance of winning it this time?



CURRENT EVENTS

If through all your digging you can't find much on the individual, use something the person can immediately relate to.

EXAMPLE:

This might be an

- Upcoming holiday (be mindful of religious affiliations!),
- News in the prospect's area
- Popular Events such as IPL or Worldcup, Olympics, Movies etc...(be mindful of Customer's Interest from his Social Profile)

PS: If Customer is interested in Popular Movies/Games then its better to buy two tickets and gift it for relationship building.

PPS: For an upcoming related Festival, you can opt to carry related sweets/Gifts. For example, a box of Dry Fruits or Box of Chocolates always makes a great gift.

HOW TO SAY IT WITHOUT SOUNDING SALESY?

For Holidays is simple - Happy Diwali/Ramazan or Merry Christmas. I thought you might like this small gift.

For Movies, I noticed from your profile you are huge movies fans. I too love movies. I happen to have these two ticket for _____ that I thought you might like.



TELL A COMMON EVERYDAY STRUGGLE STORY

If it is hard to find any insight about the customer from online or if you do not have enough time before the meeting, discuss a short struggle story is the best way to break the ice.

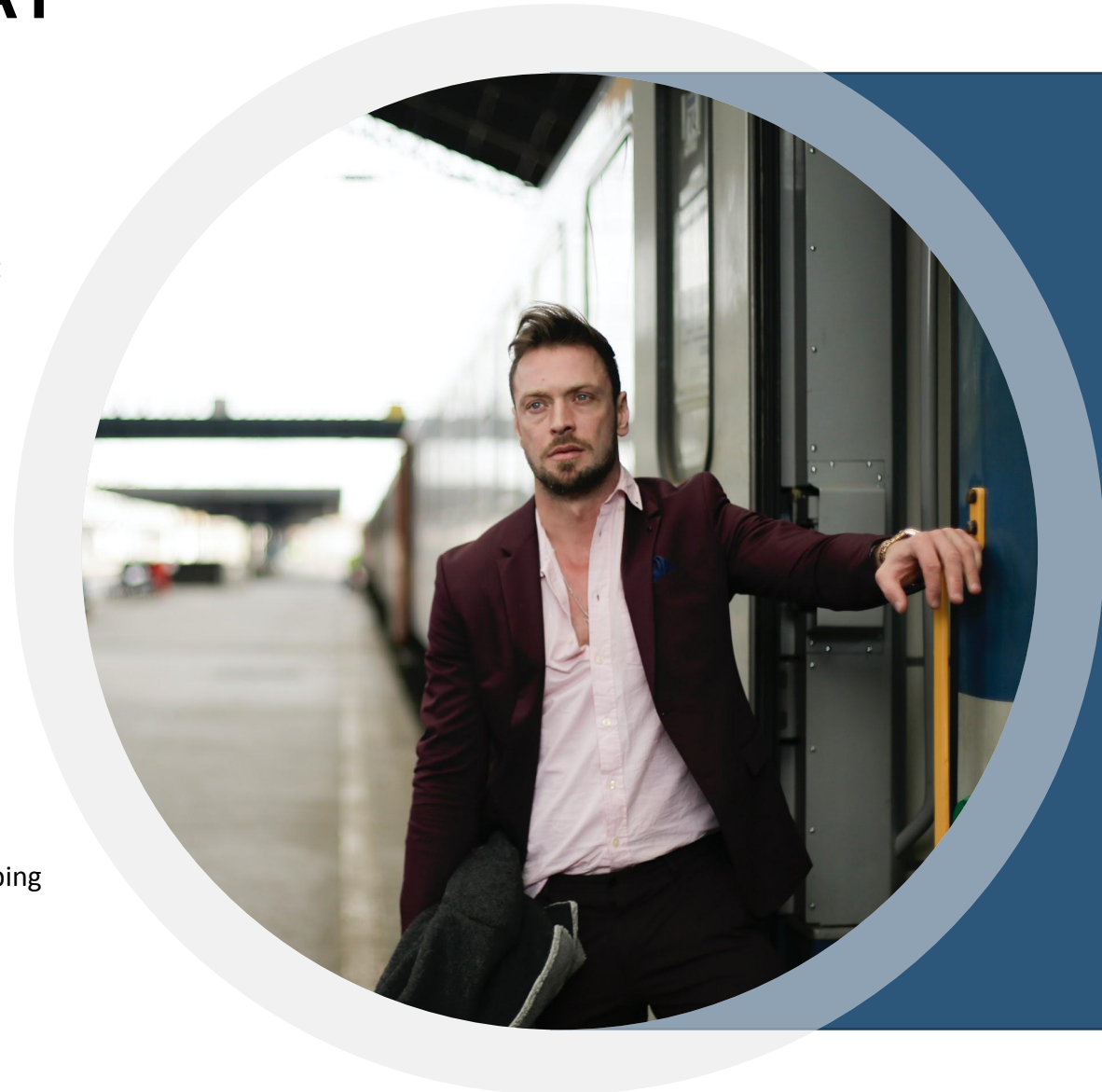
For example, it can be -

- Everyday Travel/Traffic struggle story
- Rising or Dropping Temperature
- Under Construction Bridges, Building around etc...

HOW TO SAY IT WITHOUT SOUNDING SALESY?

Traffic problem is becoming a challenge in this area. Are you also facing it?

Or, it is becoming hard to go out with this rising temperature. How are you Coping up with it?





ICE-BREAKER FOR CONFRENCES & NETWORKING EVENTS

INTRODUCTION

Events & Networking Events are great for Marketing, Networking & Lead Generation. It is imminent to network with people around, build connections and generate business enquiries.

However, it is not easy to engage people into conversations, build memorable impression and relationship.

Ice-Breaker to the rescue makes it very easy to approach strangers and strike a conversation.

Here I list down the successful "Ice-Breakers" for Events & Networking Events.

First 7 serves as great "Ice-Breakers" for Events to be used by Salespeople to engage Visitors to their Booths. And, last two to be used for Networking Events to engage group of People.



Ice-Breaker for Road Shows/Conferences

“DO YOU COME FROM ABC (WHERE THE EVENT IS CURRENTLY LOCATED) OR ARE YOU HERE ON BUSINESS? ”



This is a question that anyone can answer. And, although it is a closed question, it offers plenty of starting points for furthering the conversation. The question is also not too direct; more's the point does not demand a sales pitch. A good start!

“Are you from this city, or are you here for business?”

This is a great icebreaker because it doesn't merit a stiff “elevator pitch” response. Instead, it allows the other person to talk about him or herself, which tends to be the beginning of a good conversation.

This way you will find out which goals your counterpart links the event to – thereby where potential points of reference for mutual business offer themselves. Try and avoid the little word ‘why’ as much as possible. This always puts people on the defensive, feeling they have to justify themselves for what they are doing. This would be a conceivably bad start to a new relationship!



“WHAT INSPIRED YOU TO VISIT THE XXX EVENT/CONFERENCE?”

Ice-Breaker for Road Shows/Conferences

"DID YOU HEAR X SPEAK?"



Being at the same conference, sessions and speakers are guaranteed common ground, so use that to your advantage.

It's a great starting point that can go in a lot of different conversational directions -

Did you see that person speak at a different event?

Did you read their work?

What do you think of the talk?

If you're both interested in meeting the same people or seeing the same sessions, this question will help you establish that common ground. Regardless of the answer, you'll learn more about each other's goals and reasons for attending the event, which promotes an exchange of ideas and knowledge. And that can create opportunities, even after the event is over -- you never know when that person might need your expertise down the line, or vice-versa.



ARE YOU HERE TO LISTEN TO ANYONE IN PARTICULAR?

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ARE YOU HERE TO LISTEN TO ANYONE IN PARTICULAR?

Ice-Breaker for Road Shows/Conferences

IS THIS YOUR FIRST TIME AT THIS EVENT?



If the answer is "yes," use that to make the person feel like an expert, without overwhelming them.

You can even ask them some of the same questions, like

- What made them come to the event in the first place and
- How they're liking it so far.

If the answer is "No", ask them for insider tips on

- How to make the most of the event,
- What was different about it last year, and
- What they're hoping to do this year.

That can lay the groundwork for uncovering shared interests.

Be sure to have a quick follow-up if the answer is "no" -- like

- Asking if any of that person's colleagues are speaking, or
- Which sessions they plan on attending.

Questions like that can prime you to learn more about what the person does, and how you might be able to learn from each other.

But if the answer is yes -- jackpot. That's a great opportunity to ask them -

- What they're speaking about, and
- What made them so interested in the topic.

And be sure to mention you're looking forward to attending, and what you hope to learn from it.

And if that person already spoke, but you missed it; just be sure to ask if there's somewhere you'll be able to watch it online.



ARE YOU SPEAKING AT THIS EVENT?

Ice-Breaker for Road Shows/Conferences

**THAT "DRINK/SHOES/JACKET/EVENT PROPS"
LOOKS GREAT. WHERE DID YOU FIND IT?**



This question can offer a few different answers. The person might just tell you where they got it, or they could go into a description or a comment on the quality. Not sure where to go from there?

Tell them about a place where you once had the best version of whatever they're drinking or snacking on. But frame it as a question -- "Have you ever been to XXXX? I once had the best one there."

This technique also works with neutral compliments, like telling someone that you love their laptop bag or jacket. Most people enjoy receiving positive feedback, and will probably follow up with a story about where or how they got it. (And if they don't follow up, ask them about it -- remember, keep the conversation going.)



**THAT "DRINK/SHOES/JACKET/EVENT PROPS"
LOOKS GREAT. WHERE DID YOU FIND IT?**

Ice-Breakers for Networking Events

YOU GUYS LOOK LIKE YOU'RE HAVING THE MOST FUN OVER HERE. MIND IF I JOIN THIS CONVERSATION?

Of course, you'll probably want to say that to people who actually look like they're having a good time. And really, who's going to say "no" to that? If they do, chances are, you'll want to find another group to hang out with, anyway.

DID YOU ALL COME HERE TOGETHER, OR DID YOU MEET HERE?

This question is a great one when you've joined a group of strangers. It also opens up the conversation to everyone in the group, instead of limiting it to the people sitting right next to you. And the more people chatting, the better -- it's another opportunity for you to learn about everyone's goals and exchange ideas.





VIRTUAL MEETINGS ICEBREAKER QUESTIONS

Ice-Breakers for Virtual Meeting

Covid Situations



How are you doing? Hope all is well in your vicinity. How is your family coping up?

I feel a lot anxious about the current situation. I don't know when it is going to get over?

What do you feel about the government's preparedness to deal with the crisis?

What do you think is the **future of work** after this crisis is over?

How are you managing household chores and working together?

How are you spending your FREE time? If answer is Movies, Books, Exercise etc...

What's the latest TV show or movie, Book you watched/read?

What does your morning routine look like when working from home?

Do you love working from home or would you rather be in the office?



Work from Home Situations



THE DON'TS OF GREAT ICEBREAKER

DON'T: LET THE CONVERSATION VEER OFF COURSE

Icebreakers are a strong way to start any conversation, but they do come with one inherent risk: Derailing the conversation.

If you touch on something truly meaningful to the other person, it can easily turn into a lengthy discussion. And while that discussion is probably great for the relationship, that can come at the expense of business objectives.

If you're meeting with someone, you probably have a goal you're trying to accomplish in that meeting—and it's important for both of you that you **leave the meeting feeling accomplished, not just connected.**

If you notice the conversation moving in the wrong direction, simply take back control of the conversation with a comment like ...

"I really want to hear more about that, but I always want to respect your time. We've only got about 20 minutes left, and I know we both wanted to talk about [XYZ]. Let's hash that out and, if we have time, circle back to this."





**STRUGGLING TO SELL? LEARN
HOW TO SELL LIKE AN
AUTHORITY & CRACK 70%
SALES IN 1ST CONTACT**

LEARN THE ART OF CONVINCING 'NOT INTERESTED' CUSTOMERS AND WIN 70% SALES IN FIRST CONTACT.

SALES CHALLENGES



Is it Hard to Find Customers and Reach Them?

Gatekeepers Stops you?

Customers avoid you with excuses – Busy, Not Interested, Already have a Solution, Send an Email or Call back later?

Customers like your product but do not buy it?

They disappear after hearing the pricing?

They compare you with Cheaper competition and Negotiate Hard?

Losing deals to Competition?

Master Selling on Phone. Learn Authoritative Sales Pitch Framework and Generate 10X More Business Enquiries in First Contact.

Master Selling on LinkedIn. Turn Every Profile Visit, Every Post into Business Enquiries with Authoritative Social Lead Funnel.

Master Selling over Email. Generate 10X More Business Enquiries with Emails using Authoritative Email Lead Magnet.

Master Selling F2F Meeting. Learn the Art to Convincing Difficult & Not Interested Customer with Authoritative Value Proposition Framework and Win 70% Sales in One Contact.



AUTHORITATIVE SELLING WORKSHOP

CLICK HERE TO LEARN MORE [HTTPS://WWW.DISHAHCONSULTANTS.COM/SALES-LEADERSHIP-SKILLS-TRAINING](https://www.dishahconsultants.com/sales-leadership-skills-training)

Customers speak

Top Sales Training Companies in India



Syed, Director

The sales methodologies we have learned from Amit's Authoritative Selling Sales Training are pragmatic & priceless. After attending his course, we are now able to convert leads from 20% to 80%. I recommend Authoritative Selling course to Sales Professionals, entrepreneurs and whoever aspires in Sales.



Prasanna, Ceo

We enjoyed a lot....and learnt a great deal from the training. Amit energy was consistent and every bit of it was interesting. Amit has a great vision and he is on a mission to uplift the entire Sales Fraternity in India.



Sreekumar, GM

It was extremely informative and helped us to open up the thought process that we had contained in Sales & Marketing. Extremely positive response from the attendees was of the reflection of our acceptance and credibility with in the Sales and marketing. Thank you for opening our eyes to a new state of opportunity and strength. We will practice this with immediate effect.



SunnyCharan, BDM

I recommend Authoritative selling workshop to all sales professionals. This workshop helped us in our sales pitch. I am sure, it will help all future aspirants. Amit Sharma is a top class trainer and his energy is infectious



Mohan.B, Ceo

Thank you for the Training Mr. Amit. Indeed we were so grateful to you for your navigation to Authoritative Selling. We need you to witness our successfulness by practicing your methodology in creating more sales leads. Indeed we were successful in creating more leads and were confirmed also.

Thank you once again to be part of our optimization. We are grateful beyond measure for your encouragement, thoughtfulness, support, compassion etc.....
Amit
Go to Settings to activate Windows.

CLICK HERE TO LEARN MORE [HTTPS://WWW.DISHAHCONSULTANTS.COM/SALES-LEADERSHIP-SKILLS-TRAINING](https://www.dishahconsultants.com/sales-leadership-skills-training)





THANK YOU



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