THE OPERATOR'S METHOD · LESSON 2 WORKSHEET

The Honest Interruption
Name _____ Week of _____

1 YOUR ONE REASON OPENER

Five parts, about 10 seconds, no stopping. Then stop talking. The reason is about them, not you. Keep real names off any shared screen.

#	1 THEIR NAME	2 WHO YOU ARE	3 WHY YOU'RE CALLING	4 ONE REASON (VERIFIED FACT → HYPOTHESIS)	5 SMALL ASK (DAY + TIME)
EX	*"Hi, Sam."*	*Commercial insurance agent here in town*	*"I'm calling because..."*	*Added a second yard (fact) → may be worth checking how it shows up in coverage before the March renewal (hypothesis)*	*10 minutes Tuesday at 9:45*
1					
2					
3					

Say it out loud and time it: run 1 ____ s · run 2 ____ s. Cut anything that isn't one of the five parts.

2 YOUR BRUSH-OFF SHEET

Most brush-offs are reflexes, not decisions. A turn: take a breath, agree with something true (not "I understand"), then ask again for something small. Second no: thank them, log it, call another day.

BRUSH-OFF	MY TURN, IN MY WORDS	WHAT I WALK AWAY WITH
"Send me something."		What they actually care about
"We're happy with our agent."		Their standard (no request to quote)
"We just renewed."		A renewal date on my calendar
"Not interested."		A date, or a clean exit

"Take me off your list" = take them off, right then. No turn.

3 FIVE-DAY TALLY: FOUR COUNTS + THREE NEW

Use your opener in every Morning Dig. Tick marks by hand, then total.

COUNT	MON	TUE	WED	THU	FRI	WEEK
Dials						
Meaningful conversations						
Meetings set Buyer agreed to a date and time						
Meetings held						
Full openers delivered All five parts, no stopping						
Brush-offs heard						
Brush-offs turned Into any next step						

4 FRIDAY REVIEW (PRODUCER + MANAGER)

Record a practice run of your opener (not a live call). Play it together.
Words: all five parts? · Pace: about 10 seconds? · Did you stop after the ask?

The one line I'll fix next week:

READ IT AS A HYPOTHESIS
Few full openers → practice out loud before the block.
Many brush-offs, few turned → rewrite one turn; rehearse it.
Turns but few meetings → check the reason and the ask.
One week of small counts is not a verdict.

For Lesson 3: one deal you lost in the last month or two, and what the buyer said.

Educational material, not legal advice. Calling, texting, email and call recording have legal rules that vary by state; check yours. Examples are fictional. Optional: one affordable bundle of workbooks and trackers, one price, at ronnieodell.com. This worksheet and every lesson stay free.