

# WIITT opener scoring chart

Find your opener. Check your scores. Low defensiveness + high story joining = WIITT.



## Most commonly used openers — episodes 2-12

Ep.	Opener	Defensiveness	Story joining	Primary failure
Ep. 1	<b>Introduction</b>	—	—	Why cold calls fail & why WIITT exists
Ep. 2	<b>AI-generated opener</b>	7 / 10	1 / 10	Surface data without emotional truth
Ep. 3	<b>Trigger event</b>	8-9 / 10	1-2 / 10	Event as pretext, not genuine response
Ep. 4	<b>Fake rapport</b>	8-9 / 10	0 / 10	Pattern recognition + frame imposition
Ep. 5	<b>Standard permission</b>	4-5 / 10	2 / 10	Permission to pitch, not to matter
Ep. 6	<b>Pain-based opener</b>	5-7 / 10	2 / 10	Rep's problem category, not buyer's chapter
Ep. 7	<b>Social proof / name drop</b>	4-5 / 10	1 / 10	Rep's credibility, not buyer's story
Ep. 8	<b>Insight / stat shock</b>	4-5 / 10	2 / 10	Rep as expert delivering to buyer
Ep. 9	<b>Tailored permission</b>	4-5 / 10	2 / 10	Context hook pivots to rep's frame
Ep. 10	<b>Referral / warm intro</b>	2 / 10	3 / 10	Works — when real
Ep. 11	<b>Heard the name</b>	4-5 / 10	1-2 / 10	Social proof as bridge, not entry
Ep. 12	<b>Achievement opener</b>	4-5 / 10	2 / 10	Compliment as debt, not curiosity

## Less common but widely taught — episodes 13-24

Ep.	Opener	Defensiveness	Story joining	Primary failure
Ep. 13	<b>Honest cold call</b>	4-5 / 10	2 / 10	Honesty without entry
Ep. 14	<b>Bad timing ask</b>	4-5 / 10	0 / 10	Positions rep below buyer, easy exit
Ep. 15	<b>Pattern interrupt</b>	1-2 / 10	1 / 10	Disrupts story, doesn't enter it
Ep. 16	<b>Opinion seeker / help me</b>	5-7 / 10	2 / 10	Wrong power dynamic
Ep. 17	<b>Curiosity gap</b>	5-6 / 10	1 / 10	Manufactured tension, manipulative
Ep. 18	<b>Shared identity</b>	4-5 / 10	1 / 10	Personal not professional story
Ep. 19	<b>Assumptive observation</b>	5-6 / 10	2 / 10	Categorizes buyer, assumes without earning
Ep. 20	<b>Differentiator / bold claim</b>	4-5 / 10	1 / 10	Claims before demonstrating
Ep. 21	<b>Value-first / insight drop</b>	5-7 / 10	1-2 / 10	Rep-chosen value, reciprocity mechanism
Ep. 22	<b>Omnichannel callback</b>	4-5 / 10	1-2 / 10	False permission claim
Ep. 23	<b>Competitor / FOMO</b>	8-9 / 10	0 / 10	Manipulates through anxiety
Ep. 24	<b>Urgency / scarcity</b>	9-10 / 10	0-1 / 10	Manufactured pressure, destroys trust

WIITT openers — episodes 25–34

Ep.	Opener	Defensiveness	Story joining	Primary failure
Ep. 25	<b>Third-party story</b>	0 / 10	4–5 / 10	Fails when generic or pivots too fast
Ep. 26	<b>A/B test</b>	0 / 10	2–3 / 10	Fails when options are too convenient
Ep. 27	<b>Observation that could be wrong</b>	0 / 10	4–5 / 10	Fails when observation is too perfect
Ep. 28	<b>Quote / comment they left</b>	0 / 10	8–9 / 10	Fails if comment was throwaway
Ep. 29	<b>Unresolved industry tension</b>	0 / 10	2–3 / 10	Fails if tension is manufactured
Ep. 30	<b>Decision they're in the middle of</b>	0 / 10	4–5 / 10	Fails if signal is too old or generic
Ep. 31	<b>Honest confession of what you don't know</b>	0 / 10	2–3 / 10	Fails if performed, not real
Ep. 32	<b>Before / after from their own world</b>	1 / 10	4–5 / 10	Fails if too flattering
Ep. 33	<b>Pattern across institutions</b>	1 / 10	2–3 / 10	Fails if pattern is convenient not real
Ep. 34	<b>Genuine compliment on what they built</b>	1 / 10	2–3 / 10	Fails if about outcome not the work

The WIITT goal: Defensiveness as low as possible. Story joining as high as possible. If your score doesn't match — that's the conversation to have.

[wiittselling.com](http://wiittselling.com)