

The Opener Library

Out-of-the-box openers for every person who might pick up. UAE AI & Tech Adoption Index · SGC TECH AI · v1.0

How to use this sheet. The first 8 seconds decide whether the call continues. Match the opener to the voice on the line — not the name on the dial list. If you hear a young assistant, switch to the gatekeeper line. If you hear the operator themselves, lead with the primary opener. If unsure, use the universal hedge ("May I ask who I'm speaking with?") before committing.

§ 1 · The Out-of-the-Box Primary Opener

For use when you are confident the decision-maker is on the line, or as the default after the gatekeeper transfers you. This is the version to memorise word-for-word.

"Good morning, [First Name] — this is [Your Name] calling from **SGC TECH AI** in Dubai. I'll be brief: I'm one of the researchers on the **UAE AI & Tech Adoption Index** — an independent study we're publishing in Q1 2027, in conversation with the Ministry of AI, DIFC Innovation Hub and Hub71. Your name came up in our [Sector] sample. Have I caught you at a reasonable moment for ninety seconds, or should I find you later in the week?"

Why it works: Named org → named study → named partners → named reason → permission. The binary close ("now or later") disarms the reflex no. Total time: 12 seconds. Never rush it — the pause after "ninety seconds" is the pause that earns the conversation.

§ 2 · Openers by Who Picks Up

A The Decision-Maker Themselves (CIO / COO / CEO / Head of Digital)

Confident, direct voice. Often answers their own line on growth-stage firms or after-hours. Treat as a peer — no warm-up, no flattery.

"Good morning [First Name] — [Your Name] from SGC TECH AI in Dubai. I'm a researcher on the UAE AI & Tech Adoption Index, publishing Q1 2027 with the Ministry of AI and DIFC. You're in our [Sector] sample and I wanted ninety seconds to explain why — is this a reasonable moment, or should I find you later in the week?"

B The Executive Assistant / PA

Polished, slightly guarded, will screen aggressively. Win the EA's respect and you get a calendar slot; lose it and the file closes. Use full names and institutional language.

"Good morning — this is [Your Name] from SGC TECH AI. I'm one of the researchers on the UAE AI & Tech Adoption Index — an independent study we're publishing in Q1 2027 in conversation with the Ministry of AI and DIFC. Could you put me through to [First Name Last Name], or would you prefer I send the brief to your inbox first so you can introduce it? Their

name is in our [Sector] research cohort and we'd like to invite them to participate before it closes."

EA tip: Always offer the EA the brief-first option. EAs respect researchers who respect their gatekeeping. If they ask for your email — send the one-pager within 5 minutes with the EA's name in the subject line ("For [EA Name] — for [Principal's] consideration").

C The Switchboard / Reception

Often outsourced, follows a script, will deflect anything that smells like sales. Be specific, institutional, and confident.

"Good morning — this is [Your Name] from SGC TECH AI. I'm calling for [First Name Last Name] regarding their inclusion in the UAE AI & Tech Adoption Index research cohort. Could you put me through, or — if they're not available — connect me with their office or executive assistant?"

Reception tip: "Office of" language signals legitimacy. Never explain the study to reception — they don't decide and over-explaining sounds like selling. If asked "is he expecting your call?" answer truthfully: "Their name is in our research sample for this month — I'm the first point of contact, not a follow-up."

D A Junior Team Member ("Yes, this is their phone, can I help?")

Mobile picked up by a deputy, intern, or family member during travel. Tone shifts to warm and brief — don't pitch the study, just confirm and route.

"Apologies for the interruption — this is [Your Name] from SGC TECH AI in Dubai. I was expecting to reach [First Name] directly about a piece of research they've been invited to participate in. Is this a good number for them, or is there a better line or time you'd suggest?"

E Wrong Person, Same Company ("I think you want my colleague")

You've reached someone adjacent — a Finance Director when you wanted the CIO, or a Marketing Head when you wanted the Head of Data. Convert it into a warm internal referral.

"That's helpful, thank you — and apologies for the misdirected call. The Index covers AI procurement, deployment and governance, so the operator I'm looking for is usually whoever signs off on technology investment. Would that sit with [guessed title] in your business — and if so, would you be comfortable if I mentioned you suggested I reach out?"

F Voicemail

18 seconds maximum. Leave once. Do not chase with a second voicemail — follow up by email instead.

"[First Name], this is [Your Name] from SGC TECH AI in Dubai. I'm calling about the UAE AI & Tech Adoption Index — an independent study publishing Q1 2027 in conversation with the Ministry of AI and DIFC. Your name is in our [Sector] sample and I'd like to invite you to participate before the cohort closes. I'll send a short note to your email today. My direct line is [number]. Thank you."

G Callback You Initiated ("You called me yesterday?")

They've returned your call but don't remember the context. Re-anchor immediately — never let them lead with "what was this about?"

"[First Name], thank you for calling back — [Your Name] at SGC TECH AI. I left you a note yesterday about the UAE AI & Tech Adoption Index. Short version: independent study, publishing Q1 2027, your name's in our [Sector] sample. I have ninety seconds of context if it's a good moment, or I can hold your slot and call back. Which works better?"

H Warm Introduction / Referral

Someone in their network — a colleague, board member, or another participant — has suggested you call. This is your highest-conversion opener; use the referrer's name in the first 6 seconds.

"Good morning [First Name] — [Your Name] from SGC TECH AI. **[Referrer's Name]** at [Referrer's Company] suggested I reach you directly. I'm a researcher on the UAE AI & Tech Adoption Index, publishing Q1 2027 with the Ministry of AI and DIFC, and [Referrer] thought you'd be the right operator for our [Sector] cohort. Have you got ninety seconds, or would you prefer I send the brief first?"

I LinkedIn-Sourced / Cold Mobile

You found the number via LinkedIn, Apollo, or a published profile. Acknowledge it lightly — surprise outreach to a personal mobile demands transparency.

"[First Name] — apologies for the cold approach to your mobile. This is [Your Name] from SGC TECH AI in Dubai. I'm a researcher on the UAE AI & Tech Adoption Index — independent study, Q1 2027 publication, in conversation with the Ministry of AI. Your profile flagged you as a fit for our [Sector] cohort. Is this a workable moment for ninety seconds, or should I email you and we find a better time?"

J Already Said No Once, You're Calling Back

Polite second attempt, usually 4–6 weeks after the first decline. Lead with acknowledgement — never pretend the first call didn't happen.

"[First Name] — [Your Name] from SGC TECH AI. We spoke briefly in [month] about the AI & Tech Adoption Index and the timing wasn't right. I promised I'd circle back once before our [Sector] cohort closed in [date]. Has anything shifted on your side, or should I close the file and stop the outreach? Either answer is genuinely fine."

K Arabic-First Speaker (You Are Not Arabic-Fluent)

They greet you in Arabic or switch mid-call. Match the courtesy, signal cultural respect, then route honestly.

"Sabah el kheir, [First Name] — [Your Name] from SGC TECH AI. I'd like to make sure you can speak in the language you're most comfortable in. I'm calling about the UAE AI & Tech Adoption Index — would you prefer I continue in English, or would it be better if a colleague from our Arabic-speaking team called you back this week?"



Emirati Operator with Formal Title (HE / Eng. / Dr.)

Use the full title on first reference. Slow the pace by about 15%. Lean into the institutional partner list — this is where it carries the most weight.

"Good morning, [Title] [Last Name] — this is [Your Name] from SGC TECH AI in Dubai. I'm one of the researchers on the UAE AI & Tech Adoption Index, an independent study publishing in Q1 2027, in conversation with the Ministry of AI, the Mohammed bin Rashid AI Lab, DIFC Innovation Hub and Hub71. Your office is in our [Sector] cohort and I wanted to extend the invitation personally. Is this a convenient moment, or shall I coordinate with your office for a better time?"

§ 3 · The Universal Hedge (when you're not sure who picked up)

Use this in the first 3 seconds when the voice gives you no signal — neither clearly the principal nor clearly a gatekeeper.

"Good morning — this is [Your Name] from SGC TECH AI. May I ask who I'm speaking with?"

Why this beats guessing: "Am I speaking to [First Name]?" forces a yes/no that puts a guarded EA in a defensive posture. The open-ended hedge invites them to identify themselves, after which you pick the matching opener from this sheet. Costs you 3 seconds, saves you the call.

§ 4 · Three Rules That Govern Every Opener

One — Name the institution before yourself. "From SGC TECH AI" lands harder than "[Your Name] calling." Brand precedes person on a cold call.

Two — Name the study before the ask. The Index name is the asset. Lead with it. Never lead with "I have a few questions" or "we're doing some research" — both sound like a survey.

Three — Close every opener with a binary, time-respectful question. Never "do you have a minute?" Always "now or later this week?" / "calendar or one-pager first?" / "English or Arabic?" — choices, not yes/no.