

Telemarketing Appointment Setting Script

Step 1 - Greeting and Getting Through the Gate

Greeting – Smile and sound fun and enthusiastic:

1. Short and to the point to get through the gate keeper.
 - i. “Hi, is (first name only) available, please?”
 - ii. “Hi, may I please speak with (first name only)?”
 - iii. “Hi, is (first name only) there please?”
2. If the person that answers the phone provides their name, make sure you use it when you address them. “Thank you for calling ABC, this is Jessica. How can I help you?”
 - i. “Hi Jessica, is _____ available, please?”
 - ii. “Hi Jessica, I am calling for (first name only). Are they available?”

Getting by the gate keeper:

3. Gatekeeper says, “May I ask / May I tell them who is calling?”
 - i. “Yes, this is Tom with Selling to the Moon.”
4. Gatekeeper says “Is he/she expecting your call?”
 - i. “Yes, he/she is.”
 - ii. This is not a lie, I either left my card behind saying that I would be calling to follow up, or it is a lead and they themselves requested a call to set up a meeting.
5. Gatekeeper asks “What is this about?”
 - i. If it is a lead:
 - “(first name) spoke with someone from my office recently and I am calling to follow up.”
 - “Yes, _____ requested to meet with someone in person. I am the local representative for (insert local area) and I am calling to set up a time for a meeting. Do you have access to _____ calendar, and can I set up that time with you?”
 - ii. If it is a business card / from a cold call:
 - “Yes, I stopped in the other day and I am calling to set up an appointment.”
 - “Do you remember me from when I stopped in last week? I am calling to match up calendars with _____.”

Setting the Appointment with the Decision Maker

Step 2 – Ask to set the appointment

1. People love to hear their name. When the decision maker answers the phone their name needs to be the very first thing they hear:
 - “Jim, it’s great to speak to you.”
 - “Jim, I’m glad I caught you.”
 - “Jim, I’m glad we connected.”
 - Resist the urge to ask, “How are you?” or “Do you have a moment?” Both of those questions allow the decision maker to tell you how busy they are and proceed to rush you off the phone.
2. Introduce yourself and give the reason for your call:
 - “This is Tom with Selling to the Moon here in Syracuse.” (insert your local area)
 - “I am calling to match up our calendars for a meeting.”
 - “I stopped in last week and spoke with Jessica, she suggested I meet with you.”
3. Immediately CLOSE for the appointment
 - “I have some time in my calendar this week on Tuesday or Thursday. Does either of those days work for you?”
 - **Wait for the answer** – Yes – set the day and time.

Handle the question objection and close again for the appointment

Step 3 – Handle the objection “Let me ask you a question.”

If they don't set the appointment right away, the most common answer you will hear is a question as to why they should meet with you or as to what the meeting will be about.

- **Question:**
 - i. “Who are you with?”
 - ii. “Why do we need to meet?”
 - iii. “What’s in it for me?”
 - iv. “How can you help?”
 - v. “Why is it worth my time?”

Regardless of the question they ask, keep in mind that they are asking themselves two things: What is in it for me and is it worth my time to meet with you? If you can answer these two questions, then the meeting is yours.

Your job is to have 5 to 10 quick hit benefit statements, that will answer these two questions. Each should be no more than 3 sentences long. Be brief, be confident, deliver your benefit statement, and close again for the appointment.

Here are some examples of benefit statements:

- “I work for Titan LED. We are a US Manufacturer of world class LED lighting. We provide our clients with the greatest savings, and longest lasting LED lighting technology in the industry. Do you have any time next Tuesday?”
- “Titan lighting is better, and brighter than anything else in the market, and completely maintenance free for over 20 years. Do you have your calendar in front of you?”
- “We are a preferred trade partner with National Grid, which means that by working with Titan, you can utilize their rebate programs to pay up to 60% of any project costs. I promise this will not be a waste of your time. What day works for you next week?”

- “We deliver savings off your utility bill and use that money saved to pay for the project costs. Anything remaining drops right to your profit line. This creates an immediate return on investment for your business. I am looking at Wednesday, is there a time that day that works for you?”

CLOSE AGAIN, Right after you answer their question. If you do not make them say yes or no to a meeting, then another question is coming, and the questions never stop. You have to close for the meeting after every benefit statement. This breaks their thought pattern and forces them to answer yes or no to the meeting before they can ask another question themselves.

- “Do you have your calendar available? Does Tuesday or Thursday work better for you next week?”

Question askers will mostly always end up saying yes to a meeting. You just have to keep delivering benefit statements and immediately asking for the appointment. By the second or third time you do this, they will typically say yes and schedule.

Overcome the blow off objection by asking a question that allows you to deliver your benefit statement and close again for the meeting

Step 4 – Overcome the “Get Lost / Blow Off” objection

After you close for the meeting, if they do not say yes, or ask why you should meet, then the next words out of their mouth are typically meant to get you off the phone.

Identify that they are trying to blow you off

- “I’m not interested.”
- “We already did that a few years ago.”
- “I don’t have time.”
- “I don’t think you can save me any money.”
- “It’s not the right time.”

4. Your answer to that is to ask a question and get any answer.

- “How many appointments per week are your sale’s people going on?”
 - i. Prospect “Currently, 5.”
 - ii. “That is exactly how we can help. XYZ Company used our prospecting technique to increase their weekly appointments to 10 per week. This helped them grow top line revenues by 27% last year. What day works best for you to meet next week?”
- “How much does your electric bill run you a month?”
 - i. Prospect “Around \$700”
 - ii. “Perfect. We can cut that in half for you and get you better, brighter, maintenance free lighting for 20 years. Do you have 20 minutes next week? I promise it won’t be a waste of your time.”
- “Do you have any of those small desktop HP printers in your office?”
 - i. Prospect “Yes, of course. We have a ton of them.”
 - ii. “That’s why we should meet. Cartridges for those desktop HP’s cost an arm and a leg. We use our global purchasing power to control your cost on those, and we provide maintenance as an added benefit. Do you have time next week?”

Keep closing for the appointment until they say yes, or until they absolutely convince you that a meeting does not make sense for either of us.