

APPOINTMENT SETTING

Before we can sell a product, we need to pitch it. AND before that – we need to set appointments.

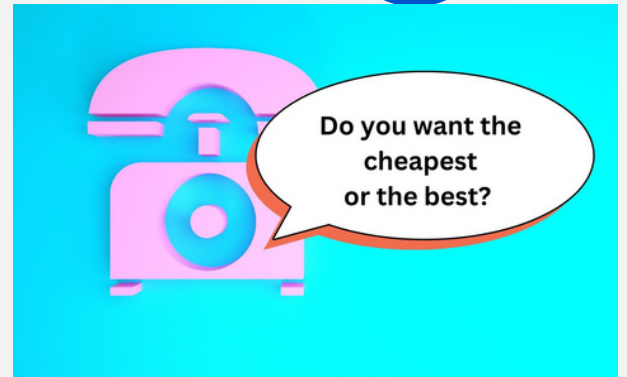
But are they the ‘right’ prospect?

By inviting **ONLY** pre-qualified and price conditioned prospects into your presentation process – will you double or triple your profits.

So many appointment setters get it completely wrong – they literally waste thousands of man hours setting appointments with prospect who will **NEVER** buy.

I have a simple formula for setting appointments:- “Rule em in or rule em out”.

Save ££££ thousands by following this simple advice when setting appointments for the sales teams



I HAVE A FORMULA FOR APPOINTMENT SETTING

“Rule em in or rule em out”. What that means is this – try to get the prospect to say no to the appointment. I know, I know, it sounds counter intuitive but, why waste your salesman’s time? By asking a couple of key questions you will save your sales team thousands of hours and double their sign-up rate. One sure fire way to get rid of tyre kickers is to ask this question during rapport building, “Are you looking for the best or the cheapest?”

For example – I sell a wall coating render system.

During the appointment setting phase I make it known to the prospect that I **DON’T** do XYZ (competitors products) and give 2 or 3 main reasons why. So, if they’re heart is set on XYZ – I can discount them. Most of the time they’re impressed that what they wanted isn’t really up to scratch. One thing of major importance here – I do **NOT** try to persuade them into having a look at my stuff. They either hang up (saving me time) or they ask what product is better than their original XYZ idea.

Based on their language I’ll decide if I am going to visit or not. I travel approx. 3000 miles a month for appointments – so you better believe I’m going to make them fight for my time.

Tyre Kickers say:
We're just looking
We're collecting quotes
Give me a rough price
Just thinking about it
Not sure
Do you have to visit us?

I then inform them I **ONLY** do ABC products and quickly mention 2 or 3 of the major benefits and ask:
‘Does that sound a better option to you?’

Buyers say:
That sounds great
Cost isn't the most important factor
We're still looking (had other quotes)
I/we want
Definitely need that
Just what we're looking for
When can you visit us

I will email them an info sheet and ask for photos of their home – I’m going to price condition them – but after they read my fact sheet. In the fact sheet I even give them the benefits and disadvantages of the competition’s products. I also list the main advantages of ABC – Guarantees, saves money, never needs maintaining yadda yadda yadda. Let them make their mind up as to whether they want my ABC products. If they send photo’s back for me to study (90% do) I can move on.

When I get the photos back, I ring the prospect back and ask what they thought of the info sheet. If I don’t hear ‘That sounds brilliant’ or ‘Just what we’re looking for’ - I’m not travelling. At this point I look their home up on Google Earth and using their photo’s I can do a quick calculation of costs – always assuming the worst-case scenario.

During this call I decide if I will travel or not.

I ask what other quotes and products they have looked at? I don’t want them to tell me the prices they have gotten – I’m not interested.

£ LET'S TALK MONEY £

So, whilst studying the photo’s (with the prospects on the phone) I explain what I’m looking at and why I would recommend we do (list work schedule) AND it has that 15 year guarantee it’ll be approx. £15,000 (I never say including the VAT) is that close to what you were thinking?

Stay quiet and let them sell you the appointment.

Depending on what they say next, I decide if I will travel to an appointment. Anything other than “Sound like what we expected” (or words to that effect) I’m not going – and it’s that simple to me.

“Yes, that’s kind of what we expected Lawrence”

At this point I know I am visiting and it’s pretty much a done deal. As I write this, I have an appointment in Plymouth on Monday, so I set up another two in Bristol and Exeter for the following day. All three are priced at approx. £20,000 so I will take a leisurely drive down, stay over night and present my stuff.

I know all three are pretty much going to sign up.

If you set up your appointments in this way – you will do away with all the time wasting, quote collecting, skint people you are currently dealing with.

I hope you have found this helpful – I’d love to get your feedback either way.

Until next time.
Lawrence Laidlow



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