

Booking Appointments

Presented by J.W. Owens



A Perspective 101 Series

Booking Appointments



Booking appointments is a key selling skill.

Most salespeople don't spend enough time on this activity. However, with a bit of planning and plenty of practice this can be a very rewarding activity that produces long term results.

Here are the stages you need to go through:

Stage 1. Planning and preparation

Stage 2. Research

Stage 3. Run a campaign

Stage 4. Analyze and plan future campaigns

Booking Appointments



Planning involves doing research on your prospects.

What is their industry type?

Is location important?

Who is your preferred contact?

What is their job role?

Plan in advance. Have your list of prospects well researched and in front of you before you start. Now for the script. A well written script works wonders.

Here are some of the basics:

1. **Write your script** using words and phrases you use in natural conversation
2. **Introduce yourself.** Your potential customer is asking themselves a number of questions; Who is calling, where are they from, what do they want, what's in it for me?

Booking Appointments



3. Always follow a statement with a question. When I cold call I begin by saying: *“Good morning Mr. Dunn. It’s J.W. Owens from the ABC Newspaper. Have you heard of us before?”*

4. It doesn’t really matter whether they have or they haven’t. My aim is to get them talking and involved in a conversation rather than having them listen to a sales pitch. The next stage of the process is to describe basically what we do:

5. *“As you are aware/you may not be aware but, we specialize in bring more customers to your door, and to be more productive, profitable and professional. Are you the person responsible for sales and developing your business and your sales team?”*

Booking Appointments



6. You have encapsulated in a short sentence what you do as a business and again we have a statement followed by a question.

7. The next stage outlines the reason for our call. *“The reason I am calling is that we have just launched a series of products aimed at developing sales teams and I would like to show you how our products could benefit your business and make you more profitable. Is this something you would be interested in looking at?”*

8. We are going through a 4 stage process called AIDA.

Attention, Interest, Desire, Action.

If the response to my previous question is positive I am now going to try and book an appointment. *“Okay Mr. Dunn. I’m in Sheffield next Tuesday. Could I book an appointment to come and see you at 11.00 in the morning? It will take about half an hour. Would that be convenient?”*

9. Offer a specific time. That way you are in control of your diary. If you need to negotiate another time, so be it.

10. End by summarizing and confirm the appointment by e-mail.

Booking Appointments



Here are some facts about cold calling:

1. **Most people say no.** Accept that you will face a lot of rejection
2. **You can always find something more pleasant to do.** Most people avoid cold calling. Put time in your diary on a regular basis and just do it!
3. **Reward yourself afterwards.** Set yourself a target of say 20 cold calls then give yourself a reward afterwards. A sticky bun or a mars bar will do.
4. **Measure your results** and use this information for planning purposes. If you see a pattern emerging; for example you seem to be converting 1 in 10 calls into appointments you are going to need 10 prospects for each appointment you book in the future.
5. **Keep going.** Learn to live with rejection. All jobs have a downside. This is one of the worst jobs in selling but is worthwhile in the long run as it will produce appointments and business in the future.

Booking Appointments



This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



J.W. Owens - 561-372-5922
results.jwowens@gmail.com

A Perspective 101 Series



Disclaimer: The information contained in this presentation is intended solely for your personal reference. Such information is subject to change without notice, its accuracy is not guaranteed and it may not contain all material information concerning J.W. Owens. The Company makes no representation regarding, and assumes no responsibility or liability for, the accuracy or completeness of, or any errors or omissions in, any information contained herein. In addition, the information contains white papers, shared presentation from others, industry material, public or shared information from others and J.W. Owens that may reflect the his current views with respect to future events and performance. This presentation does not constitute an offer or invitation to purchase or subscribe or to provide any service or advice, and no part of it shall form the basis of or be relied upon in connection with any contract, commitment or decision in relation thereto.