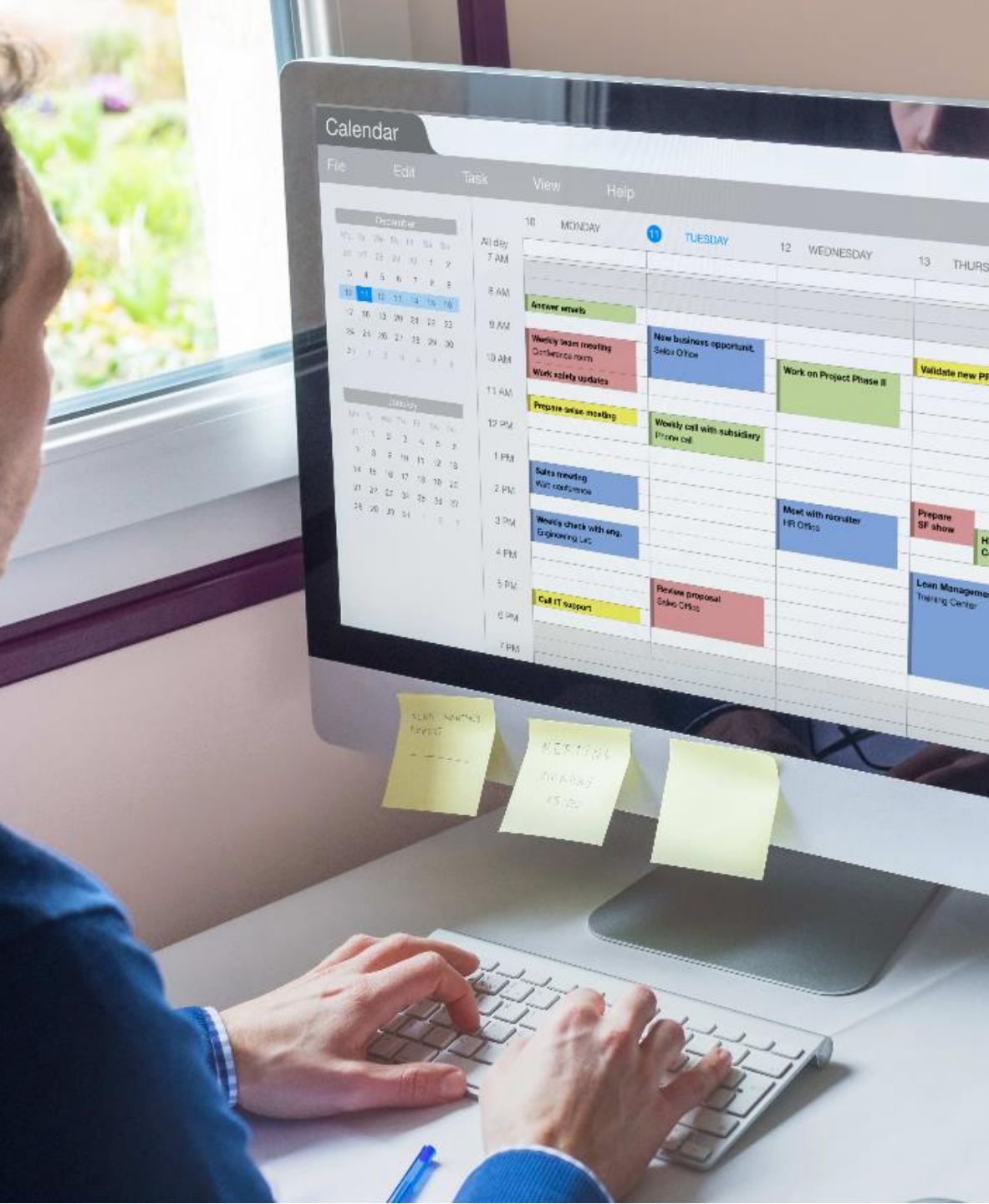


Sales tip of the week:

Appointment Setting 101 How to Get the Right Customers





Appointment setting

What it is?

Is a specialized strategy that businesses use to proactively **reach out to potential clients or customers and schedule a meeting or conversation** with the goal of increasing sales.



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Why Set Appointments?

- 1. Allows you to establish a relationship with a potential customer or client.**

providing the opportunity to build trust and showcase your product or service.

- 2. helps qualify leads, saving you time and increasing efficiency** by ensuring that you are speaking with qualified prospects who are interested in your offering.

- 3. Increases your conversion rates, leading to business growth and success.**

Main Goal 

Appointment setting process

01. Identify the right target:

The first step in appointment setting is **to identify the right target customers** for your business.

You need to **define your ideal client profile** and create a list of prospects that fit that criteria. To do this, you should consider factors such as:



Demographics

Age, gender, location, job level, etc.



Firmographics

Industry, location, revenue, number of employees, etc.



Pain points

The problems or challenges your prospects are facing



Interests

What your prospects are interested in or passionate about

Building your Ideal Client Profile



My Name is:

Demographics

Age, gender, location, job level, etc.

Firmographics

Industry, location, revenue, number of employees, etc.

Products/Services

What products or services do they use?

Pain points

The problems or challenges your prospects are facing

Interests

What your prospects are interested in or passionate about

Channels

In which channels of communication are they present?





Appointment setting process

02. Reach out your leads

Once you have identified your target customers, the next step is to reach out to them and schedule a meeting. *The first point of contact.*

How do you reach out to your leads?

Hi there, this is (MY NAME) calling from (MY COMPANY). thanks for taking my call. (Prospect Name), very quickly, we work with businesses in your industry and provide IT support and services to small and medium-sized businesses. We're calling to see if you're interested, would you be available to meet with us this week? How about tomorrow?

Don't do this!...Why?

Not generate prospect's interest in the call.

- The script doesn't include a **clear value proposition.**
- Call-to-action is not clear.

Results: The prospect doesn't have reasons to agree to a meeting.

Tips for Effective Appointment Setting



The opening - Create a favorable condition for a warm and friendly conversation.



Explain the Purpose of the Call

It sets the stage for a productive discussion and may hold or even elevate your prospect's attention level.



Ask open-ended questions to collect information about the company's pain points and needs.



Provide the necessary information needed by your prospect.

0.3 Set the appointment

After gaining the prospect's interest, it's important to secure an appointment as soon as possible to prevent potential loss of interest. Delaying the appointment can cause a hot prospect to become cold, requiring additional effort to regain their interest.



Example

Hi (PROSPECTS NAME), this is (YOUR NAME) with (YOUR COMPANY NAME). How are you doing today?

I'm calling because I noticed that cybersecurity has become a growing concern in your industry. As an MSP company that specializes in IT support and services, we believe that we can help protect your business from potential threats.

We offer a range of cybersecurity solutions that include threat monitoring, network security, data backup and recovery, and 24/7 support. Our team of experts can ensure that your systems are up-to-date and protected from the latest threats, so you can focus on growing your business with confidence.

I would love to learn more about your current cybersecurity strategy and how we can help improve it. Could you tell me a bit about the challenges you're facing in terms of cybersecurity?

[Listen to the prospect's response and ask follow-up questions to gather more information about their pain points and needs.]

Based on what you've told me, I believe that our services could be a good fit for your business. Would you be interested in scheduling a meeting to discuss your cybersecurity needs and how we can help address them?

We would be happy to provide you with a customized proposal that meets your specific needs.

How does next Thursday at 10 AM sound? If that doesn't work, we can find another time that is convenient for you.

Thank you for taking the time to speak with me today, Have a great day.



Role play



THANK YOU!

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