



More Than Sales Training

A proven approach to business development

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How to Make an Appointment Stick

You've worked so hard. You've listened carefully to your client-to-be's objections. You overcame them by rephrasing them in your own words. You reassured them that their time will not be wasted, and now your client-to-be is ready to reserve time with you, either on the phone or in person.

Use the following suggestions and book appointments for the next step fast!

1. Set aside time in your calendar every week for booking revenue building appointments.
2. Use the "Million Dollar" Appointment Setting formula: "Is _____ (day) at ____ AM or _____ (day) at ____ PM better for you."
3. Try to book appointments no further ahead than three business days. (There are exceptions: Human Resource departments and top level decision makers often require two weeks' notice).
4. Keep within a time frame that is compatible with your client-to-be's industry. (E.g. Meet with construction contractors in the afternoon or before lunch, never first thing in the morning.)
5. As you are asking, flip through your day timer's pages, or click on your computer, just enough for your client-to-be to hear. This is to imply that you are busy and that you are thinking carefully about a mutually set time.
6. If neither date nor time is convenient, ask the "Million Dollar" Appointment Setting question again, this time offering two different dates and times for them to choose from.
7. Wait for them to choose.
8. When they do, repeat the date, the time, the day, and the location of the meeting back to them, waiting politely for them to write it down or key it into their computer. (E.g. "Perfect. Tuesday May 15th at 10:15 AM in your offices.")
9. Send them an appointment confirmation in Outlook. (We use Google Calendar which sends the confirmation right to our clients and clients-to-be's Outlook calendar.)
10. Just before you get off the phone, explain politely that if they need to "change the date or time of the appointment, please provide at least 24 hours notice." When do people want to cancel appointments? The day of the appointment.
11. Thank them and say "good-bye." (Get off the phone! Your job is done, for now.)
12. Never confirm your appointments! You booked, they've booked. You are confirmed. 50% of success is just showing up.

Comments? Assistance?

Contact Pauline any time 1-800-998-4547 or Pauline@PaulineOMalley.com with your questions or suggestions.