

# MAKING APPOINTMENTS MADE SIMPLE



VIDEO  
TRANSCRIPT  
ONE



**COACHING ACADEMY SPECIALIST**  
Where Small Businesses Grow

## Video Transcript One

### Making Appointments Made Simple

We're going to now talk about making appointments made simple. And indeed, it is indeed a simple process. Not always dead easy, but certainly simple. To be clear in our minds why it's so simple, we need to recognise the difference between 'Hot prospects', which are qualified, and prospects that are as yet unqualified.

First of all, we're going to deal with the qualified 'Hot Prospects'. And to help us do that, we should be very clear in our mind that there's one purpose to the call, and that's to make an appointment, to get in front of the person. That's what we need to do. And some of the best sales-people I know fall into the trap of trying to sell their product or service over the phone. And they wonder why it all goes wrong.

It goes wrong because you're taking your eye and your focus off the objective, which is to get an appointment, not to sell the product or the service. And people find a real contradiction in terms here. They say, "Surely, if you're going to make an appointment, you've got to talk about your product or service." And I say, "No." If it's already a qualified prospect, what you need to do is get in front of them, and that's when you're going to sell your product or your service. So the object of the exercise is to sell an appointment, not to sell the product or the service.

Now, where it all goes wrong is when the salesperson gets on the phone, they want to meet the prospect, he's on the phone, and they want to fix the time. And the prospect responds positively with, "Yes, I'd be quite happy to see you." The salesperson gets excited and the prospect starts asking some questions; why wouldn't he or she if she's interested in that product or service?

And as the prospect asks these questions, the salesperson will do what you'd expect he or she would do: Answer them. He wants to show he's honest, he wants to show he's transparent, he wants to show he's helpful, he wants to get the person to get to like, know, and trust him. So why wouldn't he answer these questions? But in answering these questions, he's actually making himself redundant from a sales visit. He's actually now selling the product or service over the phone.

## Video Transcript One

### Making Appointments Made Simple/ Continued....

So you might ask, "Then what should he do?" I'm telling you exactly what he or she should do, he should work really hard at refraining from answering those questions. Why? Because if the purpose of the call is to make an appointment, you must hold that back. And you do that simply by saying, "Really good question, I'm glad you asked," whatever way you answer and by saying, "And that is something I look forward to covering when we next meet. And there's information I want to show you that'll help support and to help answer that question comprehensively for you. How does Tuesday sound or Wednesday sound" or whatever your way of finalising the appointment.

But it is absolutely critical, whenever you get delightful questions that excite you, is refrain from answering them. Why? Because once you start answering them, the other person, the prospect, is taking control of the call. They'll start asking the questions and you're answering them because you're being honest, you're being helpful, you're being transparent, you're doing what you think you should be doing.

And before long, he's going to say, "You've been really helpful, I really appreciate all the help you've given me, and I'll be in touch." And you're going to say, "But can't I come and see you Wednesday?" He'll say, "No, it's okay, you've answered me everything I need to know. I'll just give it some thought and I'll give you a call." And now you're struggling for an appointment for your reasons, not his. So that is what makes getting an appointment simple: as long as you focus on the object, which is to get an appointment.

The more complicated one is where the customer, the prospect is not qualified and you get on the phone. But as long as you're clear in your mind that it's not qualified and you've got one or two questions to ask, what I suggest you do when you get into this call is that you're clear in your mind that "I do need some qualification." But the guy at the other end doesn't know that.

The right approach for the one that's unqualified is to approach it identical to the hot prospect. Approach it in the sense that as far as the prospect is concerned, you're looking for an appointment. And you're again going to resist the temptation to answer their questions because you're saving those for the meeting. And I'm saying that you're looking for the appointment, you're looking for the appointment, and yet you need to qualify the prospect.

## Video Transcript One

### Making Appointments Made Simple/ Continued....

So you get the appointment, and once you get the appointment you're on the way. But there's one last thing. You've told me you need to qualify it. So you say to the customer or the prospect, "Mr. Brown, I look forward to Wednesday at 2:30, I'm on my way. There's just one question I'd like to ask you before I go." And you go in with your question. If you have two, you start off by saying one. Having answered that one, you say, "Just one more before I go" and you get the answer to that. And provided those answers leave him as a qualified prospect, you stick to your 2:30 meeting.

If you find then that they've – become unqualified, you bow out gracefully. And you say, "Look, in the light of that, perhaps I should send you a brochure. In the light of what you just told me, perhaps I should send you some more details. In the light of what you've just said to me, I think maybe I could invite you to have a look at my website" or whatever it is. And you bow out gracefully and say, "Look, and maybe we'll be in touch at another time. And thank you and goodbye."

So making appointments made simple is a simple process, provided you keep it simple by focusing on just that: making the appointment. You sell the appointment, not sell your product or sell your service. If you have to qualify it, you qualify it. In the meantime, you'll have secured the appointment. That is how to 'making appointments is made simple'.

**DON'T FORGET TO WATCH THE "MAKING APPOINTMENTS MADE SIMPLE" VIDEO.**