

“Isolated KT Script”

REMEMBER! *The key to appointment setting is to ask the right questions and remain in control of the conversation!*

Mechanics of Setting an Appointment:

1. **Introduction** – Small Talk 10-15 seconds
 2. **Linker** – The reason I am calling is,
 3. **Body** – The message
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Call picks up...

(INTRODUCTION) (SMALL TALK)

**Hey _____ what's up? It's _____ from _____ (church) ... How are you?
... Awesome good, good, good... How is family?... and everybody is good?
...Awesome!**

(LINKER)

**Hey listen...the reason I'm calling...I'm not sure if I mentioned this to you or not
the last time we talked, but I've actually gotten some financial licensing ...and
listen...**

(BODY)

**I just wanted to set a time to pop by and show you guys what I'm doing and if
you or somebody you guys know in the future could use what I do...I'd just love
for you guys to know enough that you'd feel comfortable referring us so . . .
listen as far as us getting together, what's better for you guys weekends,
weekdays . . .???**

...Ask for Appointment

Weekdays	or	Weekends	Which would be better?
Early in the week or later in the week?		Saturday or Sunday	Which would be better?
Early - Mon. or Wed.? Later - Thurs or Fri.?		Afternoon or Evening	Which would be better?
Early around 6:00 or Later around 8:00?		Early around 2:00 or Later around 4:00?	Which would be better?

A Few more Tips...

*Only give a choice of two (2) appointment times.

*Use “pencil in” approach to avoid put-off.

*Know the answer to their possible Objections

*Your job is to set a definite appointment time NOT to sell over the phone.

*Don't be afraid to ask for an immediate appointment!