

Phone Scripts to Net Personal Appointments

1. A PROVEN PHONE SCRIPT TEMPLATE TO SET PERSONAL APPOINTMENTS

At the risk of simplifying, let me share with you a structure for an appointment setting script which has proven successful at obtaining appointments with hard to reach decision makers. Before I share this phone script with you, let me warn you that there is much that is done prior to this phone call, to maximize your chance of crafting successful booking scripts that maximize results on the phone. Selecting your target, organizing yourself for efficiency and effectiveness, perhaps having sent an informational email ahead of time and referring to that email so they can immediately go and check it out after your phone call, are all important if your prospecting effort is to motivate face to face appointments.

A Simple, Sample Telephone Script for Setting Booking Appointments

This is _____, field manager from Break the Grey. We are a relevant multi-media assembly organization that partner with schools to help their students in making wiser decisions after addressing the issues they face, like substance abuse, bullying, gangs, cutting, suicide, domestic abuse, and bringing hope for a better future. I am guessing your school is probably also dealing with combating these issues, and I would like the opportunity to introduce myself and many new ideas we use in our assemblies, bring you a packet and tell you more about our program and how our assemblies will help your students, and answer any questions you may have. Our fresh approach has worked with other schools with long term results. Even if you can't book us now, down the road, if you hear something you like, we hope you think of us. Would you have any time in the next week or two?

ANALYSIS OF THE PHONE SCRIPT

This is _____, Field Manager from Break the Grey.

Get to the point. Don't waste valuable time asking them how they are or whether this is a convenient time to speak to you for a moment (why should anyone give even a minute of their time if they have no clue how you might help them?).

We are a relevant multi-media assembly organization that partner with schools to help their students in making wiser decisions after addressing the issues they face, like substance abuse, bullying, gangs, cutting, suicide, domestic abuse, and bringing hope for a better future.

Immediately slay them with benefits. They will not talk to you or agree to give you 15-30 minutes of their time if they do not know clearly and concisely what benefits may accrue to them. Your script should tell them immediately. Your target decides within the first 3 to 5 seconds whether they want to listen to you a bit longer. Give them reasons to listen to your full pitch with your phone scripts. Tell them what you do. Then give them at least three specific benefits (not one or two) that we deliver in which they may want. Phone scripts that work, are chock full of specifics.

I am guessing your school is probably also dealing with combating these issues, and I would like the opportunity to introduce myself and many new ideas we use in our assemblies, bring you a packet and tell you more about our program and how our assemblies will help your students, and answer any questions you may have.

You will get more appointments when you use telephone scripts that don't state the obvious. You don't know what issues they are combating, so admit it. They rarely hear that from a sales person. Be different. New ideas? Who isn't interested in them if they are from a credible source? **"Introduce myself"** is a low-pressure way of asking for an appointment. It is a bit softer than telling someone you want to meet to try to sell them something.

Our fresh approach has worked with other schools with long term results.

Now we are giving them some information that may be valuable to them. Successful scripts do this with clarity and repeatedly. Particularly with a cold call script, communicate value without hesitation. Don't make your prospect guess or assume they know certain things.

Down the road, if you hear something you like, we hope you might think of us.

Take away the pressure. Successful appointment setting scripts don't force anything, but scripts that work do give people clear choices and a way out. People are afraid you are going to attempt to forcibly sell them. Tell them up front that you will be thrilled if "down the road" they think of you. Remember, you are trying to get a face-to-face meeting. Be good at getting meetings and you have a chance to book. Start to book too early and you may never get a chance to meet.

Would you have any time in the next week or two?

Tell them specifically what it is you want from them. Do they have any time in the next week or two? They can say "yes", "no" or talk to you about it. Your phone script makes it absolutely clear what you want from them. If there is doubt in their mind as to what you want them to do, they will be confused and the answer will always be "no". Do not ask them if it is more convenient to meet "next Tuesday at 10:00 or Wednesday at 2:00". The appointment setting script gods will come down and slap you. This tactic is so overly used that you immediately allow yourself to be lumped in with all those other uneducated salespeople who have preceded you, using poorly structured telephone scripts that wasted your prospect's time with immediately obvious manipulative sales techniques. Prospect's flee from such salespeople using poor phone scripts templates. Don't let it be you.

Notice that this phone script takes only 30 seconds to deliver. If your script takes longer than 30 seconds to get to the punch line, it is doomed to fail. After 30 seconds minds start to wander. People think 10 times faster than they can listen. Talk too long and they think of reasons why you aren't worth their time.

This phone script example can be modified to fit your specific circumstances, but the core phone script template has proven effective for me again and again, in a variety of settings.

2. THE PROS AND CONS OF THIS PHONE SCRIPT TEMPLATE

The phone script template relayed above has proven successful and been used to generate tens of thousands of personal appointments in a variety of industries. However, there are dangers to using this phone script template that you should be aware of.

First, let's state the obvious. The purpose of using telephone scripts to set personal appointments is not just to set meetings. The purpose is to ultimately generate more bookings and your commissions cost-effectively. Some people forget this and think that all they have to do is generate appointments and they are on easy street. Nothing could be farther from the truth. Once the appointment is made, plan your time with your client effectively, showing a video and perhaps sharing a few carefully selected testimonies from your testimony book which will be impressive to your principals when placed on their desks. Be passionate and authentic in your face to face meetings.

Prospecting effectively and setting the appointment is only one step of an overall effective booking process. The phone script template above is very soft.

3. THREE REASONS WHY A “GOOD APPOINTMENT SETTING SCRIPT” WON'T BE THE TOTAL SOLUTION

(The following is a brief excerpt, modified for Break the Grey, from “7 Steps to Sales Scripts for B2B Appointment Setting” by Scott Channell. Available on Amazon.)

Those who believe there are “magic telephone scripts” floating about which, if captured and repeated, could turn on a faucet of personal appointments and qualified opportunities that would result in untold booking commissions and new clients — are walking among the clueless... with a stack of phone scripts that are not making the difference.

Why?

Three reasons.

First, phone scripts are important, yes. But good cold calling phone scripts that work are NEVER the only reason booking is successful. You must *work* a total process to be consistently successful at booking. Your appointment setting phone scripts are at maximum 25% – 30% of that process. Without the rest of the process, your telephone scripts are worth nothing.

“Good scripts” only help you if you are talking to enough of the “right people” at the right time. It is your overall process that will consistently deliver up those interactions.

Own What You Say with your Phone Scripts

Second, phone scripts that book are specific to you personally and they emerge from a phone script creation process which enables you to truly own what you say.

- Your organization (Break the Grey).
- Your personal experience (don't hesitate to share briefly authentic experiences when you

struggled with the issues we address in your teen years, or your kids, grandkids)

- Your strengths
- Your competitive environment (other assembly programs)
- Your business priorities
- Your points of competitive advantage (some points – Multi-media approach with screens and projectors, college age students performing and writing relevant skits, producing videos, dances, speeches, and amazing motivational speaker, Bill Ballenger)

IMPORTANT NOTE: There is room for phone script variations based upon your individual strengths and business objectives.

So, appointment setting phone scripts that work are specific to you.

They are also the result of a phone script creation process that enables the caller, the field manager, to own the words of the script. You must own the words to deliver your phone script with confidence and conviction.

You need a few “ah ha” moments during the phone script creation process as to:

- Component parts of a phone script that books
- Your word and phrase choices within each component part of phone script templates
- The structure of a good phone script

If you try to write a phone script and don't grasp the above, your phone script will be weak. If you try to deliver a telephone script and don't grasp the above, you won't own the script. You won't deliver it with confidence, you won't have a phone script that works and you will constantly try to deviate from it.

Adapt. Evolve. Rewrite your Appointment Setting Scripts

Third, phone scripts evolve.

Even when you follow this process to create a solid initial phone script, it will change. It is normal and expected for a telephone script that works to be massaged and modified about 6 times before you determine you have it right for your own personal style.

That's right. Expect to modify your phone script 6 times before it reaches final form.

Now let's get into the actual preparation steps of writing “good phone scripts” that sell the typical first step (a meeting face-to-face, by phone) in many booking processes.

Preparation is what writing phone scripts is all about. You identify repetitive scenarios, anticipate common responses, brainstorm all your possible word choices and select the words for your phone script most likely to achieve your booking objective.

Preparation. So that when you hear “hello?” you drastically increase the odds of achieving your booking objective.

Few are so smart, or so personable....

Sorry, but those of you who refuse to write down the words most calculated to achieve your booking objectives in repetitive situations, who resist writing down the best words to use into a phone script, because you don't want to sound "scripted." You are letting a lot of money slip through your dialing fingers.

"Sounding scripted" and using phone scripts are two totally different things. One has nothing to do with the other.

It is imperative you have some kind of script and write it down. Make it your own, though, and allow yourself time to experiment and fit into your own 'niche' with your personality and skills.

Prospecting for booking clients on the phone and using phone scripts does not have to turn you into a robot.

There is room for flexibility.

Top producers will vary their script approach when booking.

Among high producing booking teams there will be variations in phone scripts.

But... but... but...

The similarities among all of those winning phone scripts are many.

It is not the differences that make those phone scripts work. It is the similarities.

Whether you are setting an appointment, qualifying an opportunity, generating a lead, closing a booking, or building attendance to an event...

...there are reasons why good phone scripts tend to work and lousy phone scripts predict a macaroni and cheese diet.

Smile when you dial,

Valerie Norton

International Director of Operations & Event Manager, Break the Grey

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