

6 step

Appointment Making Matrix

① RESEARCH YOUR CONTACT

What do you know about them, their lifestyle, their business style? With social media today you can get a fair indication of whether they are social and active, whether they are family based, whether they are into innovative ideas, whether humour is important to them. This is known as *social listening*. Couple this information with an understanding of the way people process information and it will help you approach and 'language' your conversation.

② RESEARCH THE COMPANY

What do you know about the company? What trends are happening in THEIR industry, not yours. What are some trigger events you can look for that might be impacting their business. Follow their company on Linked In, Google, research for staff changes, new products to market, increase or decrease in shares, job losses... all of these events can be linked to your reason to contact them and help you create a business reason as to why they need to speak with you.

③ WHAT'S YOUR MESSAGE

Get clear on the outcome of the call and the message you want to convey. Your outcome is to get an appointment not to sell your product. Your message is all about your prospect and why THEY need to see YOU not the other way around. What is the value you will provide your prospect and their business? What is the difference you will make to their world? How will you help them? It is all about the outcome FOR THEM not for you.

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④ GET INTO STATE

What is the story you are telling yourself prior to picking up the phone to dial? What is your stance or your physiology. Standing to make a call exudes a totally different energy to being hunched over a chair. The slightest nuance with your state could be the very thing that contributes to you getting the appointment or not. Imagine telling your best friend about this fantastic movie you just saw and the reason why they should see it too - that is the energy and belief you need to bring to the call.

⑤ WHAT DO I SAY?

At this point you can only be guided by a process. Nobody can do it for you or give you the 'exact' award winning formula for getting appointments. This is where you must be yourself and dance within a framework. This is one of those frameworks. If you want more variations then please download my book 'The Art of Commercial Conversations' on Amazon.

- Introduce yourself
- Share why you are calling - everyone wants to know why someone is calling them so use the words 'the reason I am calling you' and then share what you do for companies like them - your message crafted earlier.
- Invite them to spend time with you so you can share those same ideas, information and insights that have helped other clients that they will also get traction from
- Suggest a time to meet and agree
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⑥ CLOSE THE LOOP

Set the calendars and confirm before hanging up. Follow up with an agenda or an email or something of value such as an e-book or report that may be of interest to them, explaining that you are looking forward to the next time you talk.

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