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CRISP Phone Skills

Connecting calls and inviting prospects is great progress, but actually locking in that appointment is where things get tricky.

Everyone's busy; that's life. Prospects calling in want reassurance that their needs are being handled, which means your team should be the one driving toward a specific appointment time — *not waiting for the prospect to bring it up.*

Aim for "firm acceptances" — a prospect committing to a concrete date and time. Steer clear of "soft acceptances," where someone agrees to come in but stays vague on when.

The trick to landing firm acceptances? Offer choices. When you invite a prospect in, give them two date/time options. This makes it feel like they've already agreed to come in, and they'll naturally pick between the two rather than dodge the ask altogether. For example:

"Are you available to come in on Wednesday or Friday?"



"Would a morning or afternoon appointment be better for you?"



"I have time at 3 p.m. and 4:30 p.m. on Friday. Which one is best for you?"

Write down the specific time, then follow up with a confirmation email right after the call ends, that small step cuts down on no-shows and forgetfulness.

HOW TO GET STARTED TODAY:



"Sometime this week" is a recipe for no-shows. Pin down a real date and time so the prospect feels committed.



Give buyers two options to choose from - it's consistently the most effective approach.



Send a confirmation email so the appointment lands on their calendar.

The difference isn't just semantics: **firm appointments see a 75%** show-up rate, compared to just **25%** for soft appointments.