



SET

CRISP PHONE SKILLS

You're connecting calls and inviting prospects in for an appointment. Great! But here's the tricky part about actually bringing in more prospects: effectively getting those appointments scheduled.

Everyone is busy, that's just a fact of life. When your prospects call in, they want to feel confident that their needs are being met. This means being the one to reach out about setting a specific appointment time. Don't let the prospect ask first.

Your goal here is to go for "firm acceptances," which are when a prospect confirms a specific date and time to come in for an appointment. Avoid "soft acceptances," which are when a prospect agrees to come in, but doesn't specify when, or responds vaguely with a time.

To get those firm acceptances, offer some options. When inviting prospects in for a tour, offer 2 different dates and times. Offering time and date options make your prospects feel as though they've already agreed to the appointment and will naturally choose between the two. If not, they're more likely to offer up their own time. 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?"

Get those specific times written down and remind your prospects of their appointment in an email immediately after hanging up. This leaves less room for surprise cancellations or forgetfulness on either side.



HOW TO GET STARTED TODAY:



Asking a prospect to come in “Sometime this week” will only end with false promises. Set a firm date and time so they feel more inclined to show up.



Give prospective buyers options. Offering 2 times to come in has been proven to be most successful.



Remind your prospect of their appointment via email so they can add it to their Google Calendar.

A prospect will only decline a firm appointment 12% of the time, so what do you have to lose?