

Sample Script for Setting Appointments

Here is a time-tested, effective sample script for setting appointments. Notice the three key phrases:

1. “I’ve got something I’d like to SHOW you.”

Notice this is SHOW, not TELL. Obviously, you can’t show a person marketing materials or membership information over the phone. They have to see it.

2. “It will only take about 15 MINUTES of your time.”

People always have 15 minutes to spare. If you ask for any more than that, they’ll have to stop and make a decision, and it does take only about 15 minutes to show someone the membership information and get them signed up.

3. “YOU MAY OR MAY NOT BE INTERESTED.”

This relaxes your prospect. Not everyone is going to feel they need a membership and that is okay. YOUR job is to make sure they know it is available and how it can help them. THEIR job is to decide if they want it, so make sure they know you just want to show them the information.

Example:

“I became a Pre-Paid Legal Services member a few months ago and I have been really impressed with the service they offer. I’ve got something I’d like to show you. It will only take about 15 minutes. You may or may not be interested, but it’s been great for me! I could come over....”

What if your prospect doesn’t make an appointment?

Don’t be put off if your prospect can’t find a time to meet right away. End the call on an upbeat note, letting them know you understand and you are available when they are ready. Find a good time, check in with them again, and then follow-up at the appropriate time. Many Associates have found a brief note after the call helps keep your prospect interested.

Remember, everyone gets told “No.”

No matter how good you are in this business, prospect are going to tell you “No.” Not everyone is going to see the opportunity that Pre-Paid Legal services offers. You cannot let this discourage you. Think about it this way, if even the top leader in the company are told “No,” isn’t only normal that you will to?