

## Appointment-getting system

### 1 Identify business

### 2 Identify decision maker

**3 Seed**  
Send the prospect an article that relates to an issue or trend in his/her business. Enclose your business card.

**4 Seed 2**  
Send the prospect a different article that relates to an issue or trend in his/her business. Enclose your business card.

### 5 Send "The Letter"

Dear [Name]:

*Management is a series of interruptions that are constantly being interrupted by more interruptions.*

That's why the reading time on this letter is 27 seconds.

When you meet with me, the presentation is brief and pre-planned. It's also client-focused. I want you to remember our meeting as a positive, information-packed experience—not as an interruption.

I will call you on [Day] morning to ask you to meet with me for 25 minutes. This is a non-decision-making, fact-finding meeting.

Good secretaries screen decision makers from interruptions. Voice-mail systems let you pick and choose which callers get some of your limited time.

When you meet with me, I will be presenting information that will help [Company name] [Benefit, e.g., improve its profits]. Thanks in advance for not treating my call like an interruption.

Sincerely,

Your Name  
Title

### 6 Dial the telephone

### 7 Contact decision maker

[Gatekeeper] Good morning.  
[You] Mr. Decision Maker, please. This is Chris Lytle calling.

[Gatekeeper] May I tell him what this is regarding?  
[You] Sure. He just had a letter from me. I'm following up. He's expecting my call, and I promised I'd call this morning.  
[Prospect] Hello?

[You] This is Chris Lytle, Tom. (Use person's first name.) You just had a letter from me. When is a convenient time for me to come by your office? Would a week from today work for you? Say, 7:45 a.m.? (Ask for an appointment next week.)

### 8 Book 1st appointment\*

### 9 Confirm 1st app't

By letter, e-mail, or postcard.

Appointment Confirmation	
Thank you! This is to confirm our appointment _____, at _____ AM/PM.	
If you need to change this meeting, please call _____ . Thanks.	Name and address go on this side of card. Picture (e.g., local landmark) on other side.
[Your Signature]	

### \*When the prospect raises an objection:

#### Option 1

Understand. I don't know if you should use my product or not. I do have some information to share that will help you save money no matter what you are doing right now. I'll ask you a few questions, and listen. If I find a problem, I'll write a prescription. If I don't, I'll ask for a referral. In any event, it will be a non-decision-making, fact-finding visit. Do you like early meetings? I can be there at 7:30 Thursday morning. (Listen)

#### Option 2

You know, (first name), other people in your industry have told me the same thing before I had a chance to sit down with them and explain how our top-of-the-line product can save you money. I wonder if we might get together. Would (day) at (time) be better?  
(Source: Stephan Schiffman)

#### Option 3

Ice breaker. Don't you wish you could get your salespeople to persist as much as I do?

#### Option 4

Response to "Send me some material." You don't want one of our off-the-shelf kits. Let me put together a customized kit for you. How about a meeting next Tuesday at three?

#### Option 5

##### Send the giant fax.

Here is a message to add to your stack of phone messages. At least this one stands out! I can help you stand out as a smart buyer with an eye toward quality AND the bottom line. I want to meet with you to discuss how I can save your company money rather than just get in to see you.



#### Option 6

##### Send the Lottery Ticket letter.

Dear [Name],

Take a chance. Meet with me.



I hope this lottery ticket is a big winner. Odds are it won't be, but it's fun to take a chance once in a while.

Some risks are fun to take because they involve a small investment with a potentially big payoff.

When you meet with me, I'll show you a systematic approach to [the problem your product/service solves] that works.

Our business is [Insert your mission statement or slogan if appropriate].

[Name], take a chance. Meet with me for 25 minutes. I promise not to waste a second of your time! I will call you Friday morning to suggest a convenient time.

Sincerely,  
[Name] [Title]