

# *Scheduling at a Glance*

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## **Anatomy of a Scheduling Call**

- **The Opening** – Be warm and acknowledge the person you are calling
- **Ask Permission** – Ask if you have called them at a convenient time. Make sure that you aren't interrupting something important
- **The Reason**- Let them know why you are calling. Make sure you know in advance what you are going to say.
- **Handle Any Objections by:**
  - 1) **Acknowledge their concern**
  - 2) **If necessary, ask a clarifying question**
  - 3) **Suggest a solution or alternate point of view**
  - 4) **Have a fallback position**
  - 5) **Prepare for No's by offering a fallback position such as a one on one appointment. If they say no to a one on one offer to drop off products or samples to try**
  - 6) **SW, SW, SW – Next (some will, some won't, so what!)**
- **Close: Schedule appointment and get a firm date on the calendar**