
**THE
ASSUMPTIVE
APPOINTMENT
SOLUTIONTM
SCRIPTS**

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THE ASSUMPTIVE APPOINTMENT SOLUTION™ SCRIPTS

Below are the scripts associated with Bonus Chapter 12 from The Selling Formula. For each script I've provided an example and template version you can complete for your own use.

To make the template version easier to use, just copy and paste it into a program such as Microsoft Word®, fill in the blanks, then practice the script by recording it and confirming how it sounds, or leaving yourself a voicemail and listening to it.

Here are the included scripts with examples and fill-in-the-blank templates for each.

- **Appointment Setting Voicemail Script #1**
- **Appointment Setting Live Script #1**
- **Appointment Setting Voicemail Script #2 Referencing Anchor Appointment**
- **Appointment Setting Live Script #2 Referencing Anchor Appointment**
- **Voicemail Script Confirming Appointment**
- **Live Script Confirming Appointment**

EXAMPLE: APPOINTMENT SETTING VOICEMAIL SCRIPT #1

Bob, have a quick question for you. This is Brian Robinson with The Selling Formula. My number is 555-455-4455 and I'm going to be in Elmhurst next Tuesday, May 5th, around 10:00 in the morning and wondered if you would be opposed to me stopping by for no more than five to 10 minutes.

We work with hundreds of other businesses like yours, providing a five-step formula that can double your sales within 90 days. So, with your permission, I was going to go ahead and pencil in next Tuesday to stop by.

Of course, I don't know your schedule, so if that doesn't work, if you could kindly let me know, I would appreciate it. Otherwise, I look forward to seeing you next Tuesday the 5th at 10:00 a.m. Thanks, Bob. Again, my number is 555-455-4455.

TEMPLATE: APPOINTMENT SETTING VOICEMAIL SCRIPT #1

[Prospect's First Name], quick question for you. This is [your name] with [your company]. My number is [XXX-XXX-XXXX] and I'm going to be in [prospect city] next [day, month, date] around [time] in the morning/afternoon and wondered if you'd be opposed to me stopping by for no more than five to 10 minutes.

We work with other [prospect's business type] providing [unique benefit statement]. So with your permission, I was going to go ahead and pencil in next [day] to stop by.

Of course, I don't know your schedule, so if that doesn't work, if you could kindly let me know, I would appreciate it. Otherwise, I look forward to seeing you next [day, date, time]. Thanks, [prospect's first name]. Again, my number is [XXX-XXX-XXXX].

EXAMPLE: APPOINTMENT SETTING LIVE SCRIPT #1

Hi Bob, quick question. This is Brian Robinson. I'm going to be in Elmhurst next Tuesday the 5th around 10:00 a.m. and wondered if you would be opposed to me stopping by for no more than five to 10 minutes to introduce you to what we're doing with [many, hundreds, etc.] other businesses in the area.

Pause and wait for a response from the prospect. They will likely ask you one of three questions: "What do you do?" or "Who are you with?" or "What's your name again?" You simply answer their question and continue with the script:

We provide a five-step formula that's helped our clients double their sales in about 90 days, and I was wondering if you'd be opposed to me stopping by for no more than five to 10 minutes, just to ask you a few quick questions and show you what we're doing with other businesses in your area.

TEMPLATE: APPOINTMENT SETTING LIVE SCRIPT #1

[Prospect's First Name], quick question. This is [your name]. I'm going to be in [prospect city] next [day, month, date] around [time] and wondered if you'd be opposed to me stopping by for no more than five to 10 minutes to introduce you to what we're doing with [how many of prospect's business type] in the area.

Pause and wait for a response from the prospect. They will likely ask you one of three questions: "What do you do?" or "Who are you with?" or "What's your name again?" You simply answer their question and continue with the script:

We provide a [unique benefit statement] and I was just wondering if you'd be opposed to me stopping by for no more than five to 10 minutes, just to ask you a few quick questions and show you what we're doing with other [prospect's business type] in your area.

EXAMPLE: VOICEMAIL SCRIPT #2 REFERENCING ANCHOR APPOINTMENT

Bob, this is Brian Robinson with The Selling Formula. My number is 555-455-4455, and I'm going to be in town next Tuesday, May 5th, meeting with Jim Smith over at Deluxe Brands; and while I'm in the area, wondered if you'd be opposed to me stopping by around 11:00 a.m. for no more than five to 10 minutes to introduce you to what we're doing with hundreds of other businesses like yours.

We offer a five-step formula that helps our clients double their sales within 90 days. So, with your permission, I was going to pencil in next Tuesday to stop by.

Of course, I don't know your schedule, so if that doesn't work, if you could kindly let me know, I would appreciate it. Otherwise I look forward to seeing you next Tuesday the 5th at 11:00 a.m. Thanks, Bob. Again, my number is 555-455-4455.

TEMPLATE: VOICEMAIL SCRIPT #2 REFERENCING ANCHOR APPOINTMENT

[Prospect's First Name], quick question for you. This is [your name] with [your company]. My number is [XXX-XXX-XXXX] and I'm going to be in [prospect city] next [day, month] meeting with [name of anchor prospect] at [anchor prospect's business name], and while I'm in the area, I'm wondering if you'd be opposed to me stopping by around [time] for no more than five to 10 minutes.

We work with other [prospect's business type] providing [unique benefit statement]. So, with your permission I was going to go ahead and pencil in next [day] to stop by.

Of course, I don't know your schedule, so if that doesn't work, if you could kindly let me know, I would appreciate it. Otherwise, I look forward to seeing you next [day, date, time]. Thanks, [prospect's first name]. Again, my number is [XXX-XXX-XXXX].

EXAMPLE: LIVE SCRIPT #2 REFERENCING ANCHOR APPOINTMENT

Hi Bob, quick question; this is Brian Robinson and I'm going to be in town next Tuesday, May 5th, meeting with Jim Smith over at Deluxe Brands; and while I'm in the area, wondered if you'd be opposed to me stopping by around 11:00 a.m. for no more than five to 10 minutes to introduce you to what we're doing.

Pause and wait for a response from the prospect. They will likely ask you one of three questions: "What do you do?" or "Who are you with?" or "What's your name again?" You simply answer their question and continue with the script:

We provide a five-step formula that's helped our clients double their sales in about 90 days, and I was wondering if you'd be opposed to me stopping by for no more than five to 10 minutes, just to ask you a few quick questions and show you what we're doing with other businesses in your area.

TEMPLATE: LIVE SCRIPT#2 REFERENCING ANCHOR APPOINTMENT

[Prospect's First Name], quick question. This is [your name] and I'm going to be in [prospect city] next [day, day of the month] meeting with [name of anchor prospect] at [anchor prospect's business name]; and while I'm in the area, I'm wondering if you'd be opposed to me stopping by around [time] for no more than five to 10 minutes to introduce you to what we're doing.

Pause and wait for response from prospect, answer their question and continue with script:

We provide a [unique benefit statement] and I was just wondering if you'd be opposed to me stopping by for no more than five to 10 minutes, just to ask you a few quick questions and show you what we're doing with other [prospect's business type] in your area.

EXAMPLE: VOICEMAIL SCRIPT CONFIRMING APPOINTMENT

Bob, this is Brian Robinson with The Selling Formula. My number is 555-455-4455. I'm just calling to confirm our appointment for Tuesday, May 5th, at 10:00 a.m. If that time doesn't work, if you would please let me know, I'd appreciate it. Otherwise, I look forward to seeing you then. Thanks, Bob.

TEMPLATE: VOICEMAIL SCRIPT CONFIRMING APPOINTMENT

[Prospect's First Name], this is [your name] with [your company name]. My number is [XXX-XXX-XXXX]. I'm just calling to confirm our appointment for [day, month, date, time]. If that time doesn't work, if you'd please let me know, I'd appreciate it. Otherwise, I look forward to seeing you then. Thanks, [prospect's first name].

EXAMPLE: LIVE SCRIPT CONFIRMING APPOINTMENT

Hi Bob, quick question; this is Brian Robinson with The Selling Formula and I'm touching base to confirm our appointment for Tuesday, May 5th, at 10:00 a.m.

Pause and wait for response from prospect.

TEMPLATE: LIVE SCRIPT CONFIRMING APPOINTMENT

[Prospect's First Name], quick question. This is [your name] with [your company name] and I'm touching base to confirm our appointment for [day, month, date, time].

Pause and wait for response from prospect.