



Appointment Setter Call Script

Introduction

1. Greeting & Introduction

- Thank you for calling Company Name
- Hello, Can I speak to the person who handles the Web Design?
- Let me transfer you to [Prospect Name]
- Hi [Prospect's Name], my name is Indy, and I'm calling from Searchlight Marketing

2. Reason for Calling

- The reason for my call is that we specialize in designing **custom websites**, and I was reviewing your website. I noticed that it isn't up-to-date with the latest design trends, and I thought we might be able to help.

3. Offering Value

- I wanted to see if we could provide you with a quote on Zoom

4. Set the Meeting

- Would **Tuesday** or **Wednesday** work better for you to meet on Zoom and discuss the details?
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If they agree to a meeting (Example: Tuesday)

1. Confirm the Time

- Great! Does **morning or afternoon** work better for you?
- *If morning:* How about **10 a.m.**?
- *If afternoon:* How about **2 p.m.**?

2. Gather Contact Info

- Perfect! Before we end, let me gather a few details to make sure everything is set up correctly.

3. Collect First and Last Name

- What's your first and last name?

4. Collect Email

- What's the best email to send the Zoom link and calendar invitation to?



5. Send the Invitation

- I'll send over the **calendar invitation** and the **Zoom link** shortly. Please make sure to **accept the invitation** as soon as you can, so we can confirm the time. And if anything comes up and you need to reschedule, just let me know.

6. Wrap up

- You'll be meeting with someone from my sales team on **[date and time]**. We look forward to meeting with you on **[date and time]**! Have a great day!