



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

- “We’ve actually designed a **custom website** for you and would love to show it to you and provide you with a quote”

4. Set the Meeting

- “Would **Tuesday** or **Wednesday** work better for you to meet on Zoom and discuss the details?”

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 Tuesday. We look forward to meeting with you on **[date and time]**! Have a great day!”