Slide 1 — APPOINTMENT SETTING

Master The Art Of Getting More Appointments

- Why appointments create consistent income
- The difference between talking and converting
- Building confidence with every conversation
- Setting appointments with buyers and sellers
- Creating urgency without pressure
- Turning leads into signed clients

Slide 2 — The Mindset Of Top Appointment Setters

- Focus on helping, not “selling”
- Every conversation has a purpose
- Consistency beats perfection
- Confidence comes from repetition
- Learn to handle rejection professionally
- Treat every lead like a future client

Slide 3 — The Main Goal Of Every Lead Conversation

- Build trust quickly
- Ask questions and listen carefully
- Discover motivation and timing
- Create value during the conversation
- Control the flow of the call
- Move naturally toward scheduling the appointment

Slide 4 — The Perfect Opening Script

Example Opening

- “Hi, this is [Name] with Century 21 HomeStar.”
- “I was reaching out regarding your interest in real estate.”
- “I’d love to learn more about what you’re looking for.”
- “Do you have just a quick minute?”

Important Tips

- Smile while speaking

- Use energy and enthusiasm
- Speak clearly and confidently
- Sound conversational, not scripted

Slide 5 — Questions That Build Conversations

- “What made you start looking now?”
- “Have you spoken with an agent yet?”
- “What’s your ideal timeline?”
- “What areas are you interested in?”
- “Are you buying, selling, or both?”
- “What’s most important to you in this move?”

Slide 6 — How To Transition Into The Appointment

- Summarize what they told you
- Reinforce the value you provide
- Suggest a simple next step
- Offer two appointment options
- Create confidence and excitement
- Ask directly for the meeting

Example

- “The best next step is for us to meet so I can help you create a game plan.”
- “Would today at 6 PM or tomorrow at 4 PM work better for you?”

Slide 7 — Handling Common Objections

“We’re Just Looking”

- “That makes sense. Most people start there.”
- “This meeting is simply to answer questions and help you understand the market.”

“We Need More Time”

- “Absolutely. That’s actually why meeting early helps most people.”

“We Already Have An Agent”

- “No problem at all. If anything changes, I’d love the opportunity to help.”

“Send Me Information”

- “I’d be happy to. Let’s also schedule a quick call afterward so I can answer questions personally.”

Slide 8 — Follow-Up Strategies That Get Appointments

- Most appointments happen after multiple contacts
- Follow up quickly after new inquiries
- Use calls, texts, and email together
- Stay professional and positive
- Provide value in every follow-up
- Never assume “not now” means “never”

Follow-Up Timeline

- Day 1 — Immediate contact
- Day 2 — Follow-up text
- Day 4 — Phone call
- Day 7 — Market update or helpful information

Slide 9 — Best Practices For Appointment Setting

- Respond to leads immediately
- Keep conversations simple
- Ask questions more than you talk
- Track conversations in your CRM
- Practice scripts daily
- Set daily appointment goals
- Stay organized and consistent

Slide 10 — Daily Success Plan

Daily Non-Negotiables

- Make prospecting calls daily
- Send follow-up texts and emails
- Practice scripts for 15–30 minutes
- Confirm all upcoming appointments

- Add notes to CRM after every conversation
- Track appointments set each day

Final Thought

- Appointments create opportunities
- Opportunities create closings
- Closings create long-term success