

## WORKSHEET FOR SALESPeOPLE

### E-LESSON #2

#### GETTING MORE APPOINTMENTS

Name: \_\_\_\_\_ Date: \_\_\_\_\_



- Getting the initial appointment is half of the battle. Modify your opening line from a cliché to a provocative headline in order to break through the clutter and get an appointment.

1. Do you have trouble getting appointments with local direct clients?
2. Without fibbing, write down the typical opener you are currently using to get appointments with local direct clients. In other words, what are the first words you normally say to a brand new local direct client?
3. Out of ten telephone cold calls, how many client appointments are you currently getting?
4. In your own words, write down one single lesson you've learned from this session.
5. Name three cold calls for new local direct clients that you are planning this week and what kinds of approaches you'll use to get appointments.
  - 1.
  - 2.
  - 3.
6. Discuss any progress you've made over the past two weeks selling local direct long-term contracts. Remember, if you don't ask for a long-term contract, you won't get one. Use the back of this sheet if you need more room. Discuss any reasons you didn't ask for a long-term agreement.

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