

FORWARD PROGRESS

Growing your business beyond the Vision

Social Jack

Online Appointment Setting Sales Language

ALWAYS HAVE AN INTENTION OF AN OUTCOME BEFORE YOU LOGIN!

COLD: Phone appointment

Subject: connect –or- this week –or- resource for our clients

Hi _____,

I hope all is well. Caught you on LinkedIn as member of the *xxxx group/industry*, I thought it might be mutually beneficial to meet.

I have some time available this *xxxxxxx* at either *##:##* or *##:##* for a fifteen minute introduction call so I can find out more about your business. Let me know if this works and I look forward to speaking with you.

Best Regards,
FIRST NAME (They already get your full name from invite)
PHONE (best phone number)
Email (best email)

COLD: Face-to-face appointment

Subject: connect –or- this week –or- resource for our clients

Hi _____,

I hope all is well. Caught you on LinkedIn as member of the *xxxx group/industry*, I thought it might be mutually beneficial to meet.

I will be in your *xxxx area this xxdayofweekxx*” in the afternoon for a quick thirty minute introduction meeting so I can find out more about your business. Let me know if this works and I look forward to meeting with you.

Best Regards,
FIRST NAME (They already get your full name from invite)
PHONE (best phone number)
Email (best email)

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WARM: 2 Old – Phone

Subject: guess who –or- hey –or- catch up

Hey _____,

How have you been? You flashed up on my screen in LinkedIn and can't believe how long it's been since we have talked! I would love to catch up with you.

Let me know if you have this *xxdayofweekxx* or next *xxdayofweekxx* to talk. I'm looking forward to catching up.

Regards,
FIRST NAME (They already get your full name from invite)
PHONE (best phone number)
Email (best email)

WARM: 2 new (older) – Phone

Subject: Slipped –or- sorry –or- next time
xxfirstnamexx,

How have you been? Can't believe we met, had a great conversation and I let our getting together slip away.

Let me know if you have this *xxdayofweekxx* or next *xxdayofweekxx* to talk. I would love to get back on track with our conversation.

Regards,
FIRST NAME (They already get your full name from invite)
PHONE (best phone number)
Email (best email)

Flipping on the Add - When adding connections new or old, it is the best time to flip them to an appointment – reference the 2 Old – 2 New messages above or if you have an add from a recent event use the sample below.

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WARM---2 New - Recent Live Event - Face-to-face appointment

Subject: Great meeting you

xxfirstnamexx,

It was great meeting you at the *xxnameofeventxx* event on *xxdayofeventxx*.

Let me know if you have this *xxdayofweekxx* or next *xxdayofweekxx* to talk. I would love to continue our conversation.

Regards,

FIRST NAME (They already get your full name from invite)

PHONE (best phone number)

Email (best email)

WARM---Group Discussion – Convert to meeting

Many times the best rule in a group discussion is to build quick rapport and

Make it your mission to take that discussion offline to close on a meeting.

Send a “Direct Message” with the text below. When you exceed four

Exchanges with no direction, time to move on.

xxfirstnamexx,

Love your insight on *xxdiscussionontopicxx*. Let me know if you have this *xxdayofweekxx* or next *xxdayofweekxx* to talk. I would like to take this conversation offline.

Regards,

FIRST NAME (They already get your full name from invite)

PHONE (best phone number)

Email (best email)

TIP: Keep trying new techniques until your find your voice in this. Also pay attention to what gets you to respond to others. Remember be social, it’s a conversation!

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