



Sometimes being a software vendor can get difficult - trust us, we get it. However, just with anything that is difficult, there's always a quick workaround.

When trying to [set appointments](#), be conscious of how you formulate your statements so as to make a good impression. Turning off your prospect is the last thing you would want to do.

Here are some helpful tips used by marketers and some software vendors alike to land an appointment with the right buyers:

Do your research well

Nothing will guarantee you better results than doing your homework properly right from the beginning. Study your targets and get to know their schedule such as when they are busiest during the day, when is a good time to make a phone call and how to get their attention. You also want to make sure that you get their positions in the company right. Doing so gives them the impression that you are interested enough to review their profiles.

Related: [Lead Generation for Startups: Profiling and Engaging Ideal Customers](#)

Be seriously prepared when you make a phone call in order to set an appointment.

1. Get your target clients to lower their guards.

Be casual yet professional when you start the conversation and use this formula: introduce yourself + acknowledge that they are busy. For instance, say something like, “Hi, my name is Chris Simmons from 123 Solutions. Am I correct in saying you must be working on something now?”

Commonly, the default response would be to deny that they are busy and can spare a few minutes to take your call.

2. Let the person on the other end of the line know your purpose for calling.

Say something like this, “The reason why I am calling is I would like to get 20-30 minutes of your time to discuss how we can help improve your employee productivity by at least 25%.” This kind of statement does not only get the target’s attention, but it also gives him or her a clear picture of what you can offer.

3. End with a strategic question that will help you achieve your objective

Try asking something like this, “Would tomorrow at 10am or Friday 3pm be perfect to call you again?” This type of question gives the person on the other end of the line 2 alternatives

to immediately choose from.

Related: [3 Winning Appointment Setting Tips from Top Salespeople](#)

Attempt to reach your target during their “off” hours

The type of business leaders you want to reach are those who are influential enough not to be required to punch in and out daily. You can schedule an email to be sent early in the morning, make a sales call during their lunch break or after office hours. Usually, most marketers get good responses when they send out emails between 4am to 5am. This strategy gives you an edge as you get the recipient’s attention as he starts his day after a good rest the night before.

Related: [Email Send-out Schedules That Will Surely Increase your Conversions](#)

Use referrals to your advantage.

When you are referred by someone, it simply means that the person who is asking as mediator can either vouch for your integrity as a business operator or simply know someone who has a great need for your software. Additionally, when people refer someone it

generally implies that there is a certain degree of trust in play. Referrals place you in an advantageous position over your competitors.

Do not sell your product or service right away.

When you approach someone for a potential appointment, do not tell what you're selling immediately. Instead, present on the benefits that can be had from your software. You can say something like, "We can help you streamline your operations and improve production by at least 20%. Would you be available to meet this Friday to discuss this further?"

In your target's mind, there is already an end result in sight. All the target has to do is say yes to meeting you on the agreed date.

Related: [Knowing the Different Buying Signals Will Make You A Better Salesperson](#)

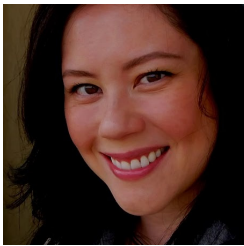
Pursue your marketing leads.

Setting an appointment with the right prospects does not have to be an agonizing experience for you. You need not look too far at the same time. Consider the business operators that are already familiar with your brand, those who have sent inquiries in the past, checked out your website, downloaded materials from your site, or attended one of your events in the past.

It helps greatly when you pay attention to the people who are already in your circle. Keep them closer by engaging them one more time. Since they are already familiar with your brand, it becomes a lot easier to set an appointment.

Related: [AskCallbox: What makes an effective lead nurturing program?](#)

Author Bio:



Dara Lin is a Marketing Specialist at Callbox Australia. She is a coffee trailblazer, general music fanatic, and an internet enthusiast. Follow Dara on [Twitter](#), [Facebook](#), and [Google+](#).

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