SALESEDGE FIELD GUIDE / ENGLISH EDITION

THE APPOINTMENT-SETTING KIT

Call scripts, objection responses, follow-up templates and a daily tracker.

READ / APPLY / REVIEW

Complete English guide + editable source text.

Individual personal and professional use.

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THE APPOINTMENT-SETTING KIT

Prepare a relevant call, handle concerns, confirm agreed meetings and track the actual results.

HOW TO USE THE KIT

Keep this manual beside you during appointment-setting work. It is a working reference: prepare the campaign, adapt the scripts, record the actual outcome and make the next step clear. The aim is a relevant, agreed meeting, not a calendar filled with people who never intended to attend.

Replace every bracketed field before use. Read the opening and meeting invitation aloud until they sound natural. Use the words as a structure, not a speech to deliver regardless of the response. Update the tracker at the end of each working day.

The scripts are examples, not evidence of customer results or permission to contact someone. Use an approved contact list and the channel, contact preferences and suppression checks that apply to your campaign. A publicly visible number is a source, not by itself permission for every use. Record a clear refusal and stop contact through the campaign's process.

1. SET UP THE CAMPAIGN

Complete the following fields before making calls. Ask the campaign owner about missing information instead of inventing an answer while speaking to a prospect.

Field	Your campaign information
Business you represent	[BUSINESS NAME]
Offer in one sentence	[PRODUCT OR SERVICE]
Intended customer	[SECTOR, SIZE, LOCATION, RELEVANT SIGNAL]
Supported customer benefit	[BENEFIT AND EVIDENCE YOU MAY USE]
Sales colleague and role	[NAME AND ROLE]
Meeting length and format	[DURATION, VIDEO OR PHONE]
Available meeting slots	[DATES, TIMES AND TIME ZONE]
Minimum qualification	[REQUIRED FIT AND PARTICIPANTS]
Reasons not to book	[EXCLUSIONS, EXISTING CUSTOMER, OTHER]
Prices you may communicate	[APPROVED PRICE, RANGE OR PROCESS]
Appointment target	[PLANNING TARGET, NOT A GUARANTEE]