

**Why It's So Hard to Get Prospects to Agree to An Appointment ...  
What You Can Say That Will Virtually Guarantee You Get Their Attention  
and Get a Scheduled Appointment.**

The "method" Behind This One-Liner Begins With This:

The first sale you have to make is to get the customer to give you some of their time. You do this by selling the value of the appointment, not the value of your product or service.

"I would like to invite you to participate in a program that will reveal the **overly simplistic, but surprisingly utilized process** that can dramatically increase the number of scheduled appointments you get from all your prospecting efforts." *Joe Ellers*

**If any of these 5 things are true for you, the benefits you will receive from this information will be immeasurable:**

- If Part of your sales process is "cold calling", OR
- If You spend hours trying to get appointments, but only end up with a few, OR
- If You still relying on "relationship-selling", OR
- If You leave messages with prospects & ask them to call you back, (please never do this) OR
- If You try to get appointments so you can "learn about their business" or to "tell them about your new product or service."

**Learn how to demonstrate the value you will bring to the appointment itself. I promise, you'll never go back to your old ways.**

(you can approach this another way, buy why "bang your head against a wall" and settle for less than what's possible?)

Participate and get the information that you can start using today to increase the percent of real appointments you get from the calls you're already making.