

## Level 3, Module 4 – Appointment Setting and Follow-Through

### Purpose / Objective

Learn how to confidently move a buyer from **interest to action** through clear, natural appointment setting — whether for a **call**, **site visit**, or **developer event** — and maintain momentum through **reminders and follow-ups**.

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### Intro / Hook

“Getting an appointment is the bridge between curiosity and commitment.

It’s not about luck — it’s about guidance.

In this module, you’ll learn practical ways to invite, confirm, and follow up so that buyers stay engaged and confident to move forward.”

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### Insight 1 – The Goal of an Appointment

An appointment isn’t the close — it’s the **gateway** to your buyer’s next step.

It can take many forms:

- A **short discovery call**
- A **guided online presentation**
- A **site visit**
- A **developer or investor event**

Your goal is to make buyers feel **guided, not pressured**.

When done right, each appointment:

- ✓ Strengthens trust
- ✓ Clarifies direction
- ✓ Builds commitment


💡 *Think of the appointment as the moment buyers stop browsing and start deciding.*

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## Insight 2 – Approaches That Move the Needle

There are several proven ways to make buyers **say yes** to an appointment.

Method	How It Works	Sample Script
<b>1. The Two-Option Method</b>	Offer two clear choices to make scheduling easy.	“Would Saturday at 10 AM or Monday at 3 PM work better for you?”
<b>2. The Reason Anchor</b>	Link your invite to a clear benefit or value.	“It’s better if we do a quick call so I can confirm which unit fits your budget perfectly.”
<b>3. The Social Proof Prompt</b>	Use other clients’ experiences to build confidence.	“Several of my clients found the developer’s presentation really helpful — would you like me to reserve a slot for you?”
<b>4. The Soft Follow-Up</b>	Keep urgency gentle but consistent.	“No pressure — I just don’t want you to miss the promo ending this week.”

 Each method helps the buyer feel guided, not sold to.

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## Insight 3 – Techniques for Client Compliance and Reminders

Once your buyer agrees, help them **follow through** smoothly.

### 1. Confirm Professionally

Send a **short summary message** confirming the date, time, and purpose.

“Hi [Name]! Confirming our appointment for Saturday, 10 AM at the showroom. I’ll prepare a short presentation that fits your goals.”

### 2. Send Gentle Reminders

- 1 day before the appointment
- On the same day, 1–2 hours before

“Hi [Name], just checking if 10 AM still works — excited to walk you through the project later!”

### 3. Handle Cancellations Gracefully

“No worries, [Name]! I can easily reschedule so you don’t miss the promo. Would tomorrow afternoon work better?”

 These micro-gestures build consistency, reliability, and respect — traits clients value deeply.

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## Insight 4 – After the Appointment: The Post-Meeting Message

Your job doesn't end when the meeting does — **follow-through is key.**

Stage	Purpose	Sample Message
<b>Thank You Message</b>	Acknowledge their time and show professionalism.	"Thank you for meeting today! I've attached a short summary of the two options that best fit your goals."
<b>Recap Message</b>	Clarify what was discussed and next steps.	"Here's the updated monthly breakdown we reviewed — I'll check in tomorrow for any new questions."
<b>Soft Follow-Up</b>	Keep connection open for the next step.	"Hi [Name], just following up if you've discussed the options with your family. Would you like me to resend the summary?"

✓ Each follow-up builds reassurance and keeps momentum alive.

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### Application Activity

1. Identify **one active prospect** ready for the next step.
2. Choose either:
  - **Two-Option Method**, or
  - **Reason Anchor Method** to invite them to an appointment.
3. Once confirmed:
  - Send a **summary confirmation** (time, date, purpose).
  - Send **two reminders** (day before and on the day).
4. After the appointment:
  - Send a **thank-you message** and **recap of next steps**.

💡 Practice turning every "Maybe later" into a clear, guided next step.

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### Bridge / Closing

"And that's Module Four — *Appointment Setting and Follow-Through*. Remember, an appointment is more than a schedule — it's a sign of trust. Guide your buyers clearly, remind them kindly, and follow up professionally. That's how you turn conversations into commitments."

 Downloadable Reference: Appointment Message Toolkit

Message Type	When to Use	Sample Message Template
<b>1. Appointment Invite (Two-Option)</b>	When inviting to a call, visit, or event	“Would Saturday at 10 AM or Monday at 3 PM work better for you?”
<b>2. Appointment Invite (Reason Anchor)</b>	When linking appointment to a benefit	“Let’s do a quick call so I can match your ideal unit within your budget.”
<b>3. Confirmation Message</b>	After buyer says yes	“Hi [Name]! Confirming our appointment for [Day/Time]. I’ll prepare short visuals based on your preferences.”
<b>4. Reminder (1 Day Before)</b>	One day before appointment	“Hi [Name], just reminding you of our [Day/Time] appointment — looking forward to meeting you!”
<b>5. Reminder (Same Day)</b>	1–2 hours before appointment	“Hi [Name], just checking if we’re still good for 10 AM. Excited to walk you through the project later!”
<b>6. Reschedule Option</b>	If client cancels	“Totally fine, [Name]! We can move it to tomorrow if that’s easier for you — just let me know what time works.”
<b>7. Thank You Message</b>	After meeting or call	“Thank you for your time today! I’ve attached a short recap of the two best options we discussed.”
<b>8. Follow-Up Reminder</b>	1–2 days after meeting	“Hi [Name], just following up in case you had any new questions. Would you like me to resend the summary?”
<b>9. Missed Appointment Message</b>	When client didn’t attend	“Hi [Name], I noticed we missed each other earlier. Would you like to reschedule for another convenient time?”
<b>10. Re-Engagement Message</b>	Weeks later	“Hi [Name], just a quick check-in! We have a few updated promos this month — would you like me to send them?”