

This **eCom Process LinkedIn Setting Up a Sales Meeting** is a group of messages designed to be a response to a prospect who has decided to have a meeting with our SDR.

- Theory
- Message Templates

## 1. THEORY

**Overview.** In this step you will learn why we use the Meeting Formula to set-up a meeting efficiently and to give the best chance of the prospect showing up.

- We want to be sure that your Calendly account is set up correctly. It is essential that you know yours or the SDRs schedule in order to be able to respond with availability.
- All meetings are to be scheduled using Calendly.
- You want to get the meeting to be scheduled as soon as possible. The goal is to hold the meeting the very next day. If the next day is on the weekend then hold the meeting on the Monday. Every extra day translates into more opportunity of a “no-show”.

## 2. MESSAGE TEMPLATE

**Overview.** In this step you will copy and customize the following message templates to the prospect you are messaging. There are (3) scenarios displayed and you will need to decide which scenario fit what situation best.

- Be sure to replace any text with [boxes] around it with the appropriate text.
- **Red Text** must be customized and turned back to black.

### **Template #1 (Preferred Template)**

Great hearing from you. Here's a link to my calendar <https://calendly.com/ecomprocess>. Go ahead and pick the time that works for you best and we'll talk then.

But if none of the time slots work for you, let me know what does and I'll do my best to make it work on my end.

### **Template #1a (Follow-up if the prospect has not scheduled within 48 hours)**

Hey there. I know you are probably busy and I want to be able to help.

Here are a few times that work for me this week:

- Wednesday (Oct 24) at 10:30AM PST
- Thursday (Oct 25) at 2:00PM PST
- Thursday (Oct 25) at 4:00PM PST

Go ahead and pick a time that works best for you as well as the email address you would like the invite to be sent to.

### **Template #2 (When a prospect replies with a specific time they are available)**

Great hearing from you. I just sent over a calendar invite for [**this Thursday at 11:30AM**]. We use Zoom so it is helpful to be at a desktop and not on a phone since we will be sharing our screen with you.

If you have any questions in the meantime or if there are any changes in scheduling, feel free to send me a note.

### **Template #3 (When a prospect replies without a specific time)**

Great hearing from you. Here are a few times that work for me this week:

- Wednesday (Oct 24) at 10:30AM PST
- Thursday (Oct 25) at 2:00PM PST
- Thursday (Oct 25) at 4:00PM PST

Go ahead and pick a time that works best for you as well as the email address you would like the invite to be sent to.

But if none of these times work for you, let me know what does and I'll work around your schedule.