THE SALES CONNECTION™

GROWTH TOOLS

NO MORE NO SHOWS

LEAD PLAYBOOK

A 14-day plan to get leads to show up

THE SALES CONNECTION™

No More No Shows Playbook

How To Add An Average Of $378 Per Appointment Booked For Your Clients... In Just 14 Days...

Simply By Getting Your Leads To Actually Show Up For Calls!

Introduction

You've heard a bunch of B.S. about how to get more people to show up for calls. This playbook is our attempt to set the record straight. You've been lied to, and it continues to cost you hundreds of thousands of dollars.

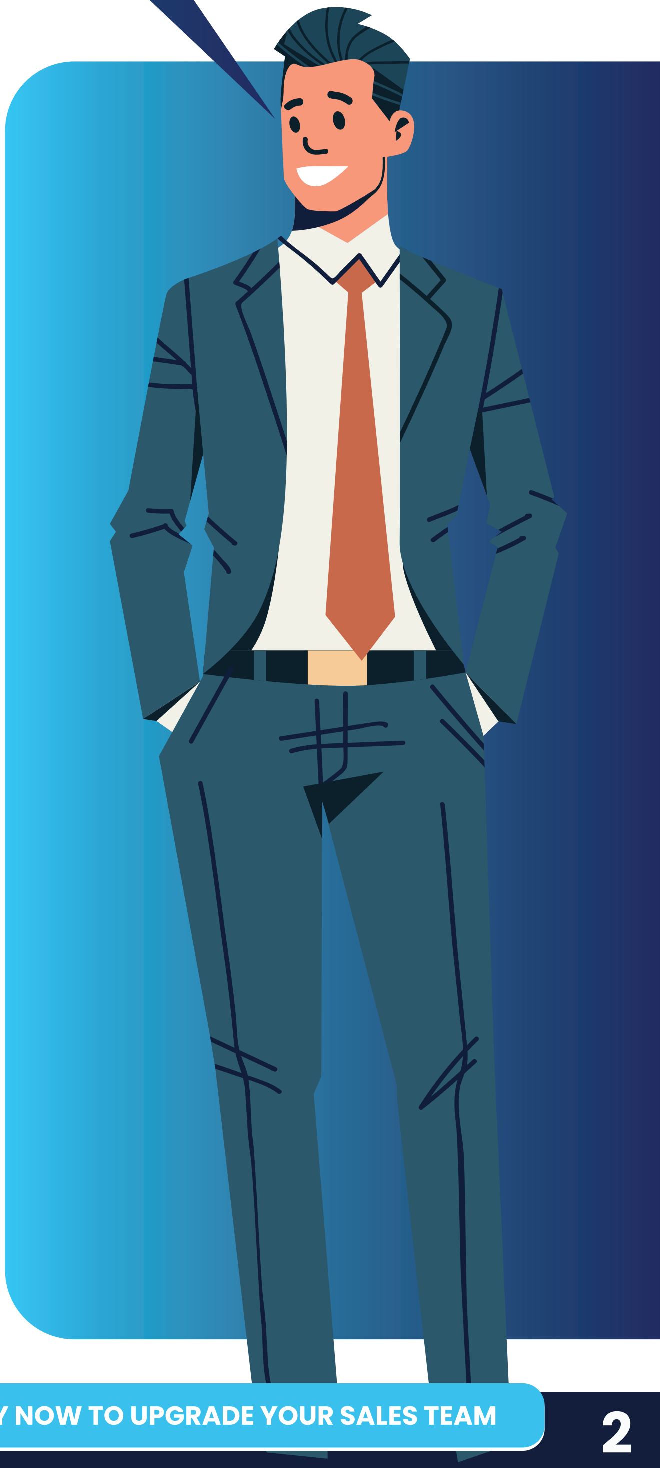
> **"Did you know that approximately 20% of a salesperson's time is used to research their prospects before they call them? But that presents a problem when they become a no-show. We're talking about losing out on precious time and $$$."**

In this exclusive playbook, we'll yank the curtain back on our **battle-tested secrets to boost show rates.** Including everything you MUST know about…

- The **"perfect application process"** that can explode show rates by as much as 306%
- Create a **daily deluge of qualified leads,** and
- **Stash way more money in your bank account.**

As you dive into this playbook, you will discover…

- **What to send** (and NOT to send) **before each appointment to almost guarantee a close**
- **Secret "show-rate killers"** you never knew you were doing wrong this whole time, and
- Why some popular third-party automation software can stomp your show rates into the pits of hell.



Don't be fooled by these marketing clowns. The real masters know how to make the most money out of every booked call.

By engaging with this guide, **you'll become a master of confirming your calls, upping attendance, and better yet… you won't make silly mistakes like trying to rebook no-shows!** (Oh yeah - did we mention we'll surprise you by going against the grain of what top marketers say?) You see, you've been lied to about how to improve your show rates. **So, we're going to bust the biggest myths and confront common misconceptions about no-shows.**

We'll tell you the lies and then reveal THE TRUTH… based on data we've collected by generating over $185+ million in high-ticket sales for clients in 30+ industries.

Let's Dive In.

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Lies VS Truths: Busting The Biggest No-Show Myths

Lie #1 - You Should Rebook No Shows

Truth - You should **not** rebook your no-shows. Why? It's a big time waster to chase after leads that don't show interest immediately. Instead, direct no-show traffic back to your funnel. Send your low-ticket automated no-show email sequence to nurture these leads until they rebook. You can exclude them from a list where you can later **retarget them with your ad campaigns.** Have your setter **rebook more qualified leads** for your closers sales team. Focus on the activities that will result in the most money. That means your best leads are your #1 priority. Following up with no-shows should be last on your list.

TSC Smart Tip: B2B no-shows are still valuable. Why? There might still be meat on the bone with them. In the biz opp space, no-shows tend to be hopeless bookers and have no intention of buying.

Lie #2 - You Don't Need An Application Process Anymore Because It's Too Expensive

Truth - Having an application 100% increases shows rates because it's a robust vetting system for serious people compared to the tire kickers. It'll cost you more time and money **not** having an application process to weed out the people you don't want to waste your time.

Triage leads through the application process using tools like **Outgrow, Typeform or Calendly.** You can use your calendar's built-in booking forms to reduce ad costs, and Calendly has Routing Forms that can help you gather lead information and direct them to a specific landing page based on their answers. This way, you can build automation based on the information provided. If you don't want to use these helpful tools, that's fine!

An application gives you insight into the two segments of prospects:

1) The ones with the money get to keep going (book them for a call). and
2) The ones without money (downsell them to help liquidate ad spend- this can be an ascension).

TSC Smart Tip: Pixeling people by their location can help optimize the prospects (from an ads perspective). The good people will go to one place and get pixeled one way than the other group who get a different pixel. Doing this also preserves the time for your best sales reps. And you're only speaking to people who want and can buy from you.

Lie #3 - Lead Scoring Is A Fad, And You Do Not Have To Rank Your Leads

Truth - Now that you have your information from the applications, grade them to give you insight into where you should focus your attention. Think of this like a balancing act, if your CPA/CPL is low and your sales team is highly skilled, but your capacity or sales team is low, then your team should focus on the **80/20 rule.** 80% are the leads with the highest scores. If your team can only complete 200 dials per day and you have a team of 5 people, they can likely do 1000 dials per day. This is a matter of thinking about where your sales team should best spend their time.

The Three Types of Lead Scoring:

1. Self-Reported Lead Info
2. Location/Demographics
3. Behavior

You can send all of this information to an AI system that will grade these prospects.

TSC Smart Tip: Start at the top and work your way down the list from highest to lowest scores. Know where to spend your time wisely and make the most of every call.

Lie #4 - The More Friction, The Better

Truth - Here's the deal, more friction is good... **up until a certain point.** An example of this is disqualifying people right from the get-go with your ads and pre-handling objections. And if they're not a good fit or don't meet the criteria, they can keep scrolling. **This is a simple way to start disqualifying people at the top of your funnel (TOF).** As prospects come through and fill out your lead application or complete the booking form, you can teach your AI to track people's behavior. Then, when sales reps label their calls based on the data, you can further disqualify people who don't behave the way you want (i.e. buying or showing up).

TSC Smart Tip: Build curiosity while simultaneously making them work for it a bit. You also want them to feel a level of exclusivity. Doing this decreases the number of tire kickers, so they don't flood your calendar.

Lie #5 - Serve Up All Possible Sales Material On A Silver Platter Before The Call

Truth - Give people enough material before the call to prepare. If you send loads of sales material, you risk removing the need for the call altogether. To prevent this, **don't reduce curiosity.** Yes, you can pre-handle objections and answer common questions, but respect the curiosity aspect. The pre-call material is designed to **pre-frame the call and set the prospect on a pedestal.** The goal is to show your authority, market your brand, and make the product or opportunity look so insanely good that they can't **pass up.** Hence, an increased show rate.

TSC Smart Tip: Sell them on the Why first, then the How. The Why is with surprising facts while reaming solution and vendor agnostic. The ads and marketing material sell the reality; sell the dream or the vision or the trend/transition.

Lie #6 - Your Prospect Doesn't Want A Confirmation Call From You Right After They Book

Truth - The top marketers and business owners in the industry shove this idea down your throat that prospects don't want to hear from you right after they book. But we've proven that Confirmation Calls work exceptionally well, and it all comes back to a principle we refer to as the "Speed to the Lead." **The faster you can contact them, the less time there is in between for them to overthink their decision.** The only time this method doesn't work is if the call setter isn't doing their job well. As long as they're good and can sell right on the call, this will **clear the calendar and make room for more people.**

TSC Smart Tip: Your caller must live in a specific demographic and meet the minimum threshold to do this well. This is an excellent opportunity to make a great first impression and build a strong relationship with your prospect, so ensure you have the right setters on your team to execute. Also, make sure your setter uses the same generic phone number when calling prospects.

We will deep dive into each of these truths throughout this playbook and give you an insider look into how we design our booking systems, funnel setups, prep call setters, and sales reps, so there are **no more no-shows.**

If you want to increase your show rates by 200% in the next 30 days…

You can. But if you continue to fall for the lies and myths we've debunked in the last couple of pages, you probably won't get very many people (or quality people, for that matter) begging to get on the phone with your reps.

If you want the easy-peasy way to increase your show rates with the right leads and do everything right from the top to the bottom of your sales funnel, you've come across the right people.

At The Sales Connection, we can implement our battle-tested process for increasing show rates by using the right tools, strategies and funnel smarts to get your booking funnels flowing like crazy!

Click here to feed your funnel with hundreds of thousands of people that will show up to your calls.

Top of Funnel

The Battle-Tested, Guaranteed Ways To Get People To Show Up To Your Calls Right From The Start

Design Ads So Irresistibly Attractive To Leads Who Are Already Interested In What You Have To Offer

Exclusive Opportunity

- Set up ad messaging that screams exclusivity. Your leads should believe that what you're offering is an amazing opportunity and the only way they can get in on it is by clicking your ad or booking an appointment.
- Make your ad feel exclusive and build curiosity using phrases like "This is your only opportunity" or "Get in now before it's too late!"
- Focus your copy on the once-in-a-lifetime opportunities and the desires of your leads. Use future pacing to show them what their life could look like if they book a call with you.

Distinctively Disqualify

- Ask the right questions to disqualify people that don't fit the bill quickly. For example, you can say, "If you're not looking to add an additional revenue stream..." or "Are you someone who wants to make an extra $50k per year?" or "If you're not in the top 1% of startup owners..." Ensures only those who meet your criteria click on the ad and book a call with you.

- Create a sense of urgency by limiting access, saying only a few spots remain for your calls. They will act before they miss out on the opportunity. Using scarcity is one of the best ways to disqualify people who aren't serious or ready.

- Use specific criteria even to be considered for a call. Shortlist the locations, the technology or the type of person you're looking for. This automatically disqualifies time wasters from clicking the ad.

Position Yourself As The Expert To Attract The Right Leads

A Jack-of-all-trades is a master of none, and when it comes to positioning yourself as an authority figure in your ads, you want to show people that you are the go-to in your industry and niche. **Positioning helps you attract the right leads to your funnel** who are looking for a solution and won't waste your time. Shoo away people who are only considering buying and invite those who are ready to take action immediately.

Demonstrate The Solution For Their Problem

The key to successful advertising is positioning yourself as the expert in your industry. Showing off your knowledge and experience will make your leads believe and trust that you have a solution to their problem. Be empathetic towards them and what they want, and show them that your solution is the only one that can save them. Don't just tell people what they should do, but show them why they should do it and how you're the best one to help.

Show Up As An Expert Online

Don't be afraid to make yourself known. Be the person people rave about. Show up in different ways online that tell your lead that you are the go-to person. You can write articles, create helpful videos, and be active on social media. When prospects see how much value you bring to the table, they will be more likely to take the next step with you and book a call.

Prove Yourself With Social Proof

Always back up your claims with results or case studies of people who have succeeded by following your advice. You can do this through user-generated content where people talk about the value you brought them on the kick-off call. This makes your opportunity more enticing to your lead.

Using a combination of these tactics will help you design an ad that attracts the right leads and ensures your calls are filled with people who are interested in what you offer.

Position Yourself As The Expert To Attract The Right Leads

Now that you've filtered in interested leads from your ads, they've hit your opt-in page. This can be an application page where leads can watch a short **video sales letter (VSL)** and learn more about the opportunity. Your ad gave them a little taste; now you're giving them the appetizer… just enough to keep them hungry for more.

Keep the window of opportunity brief. Ensure your lead knows how long they have to join before someone takes their spot. This helps create a sense of urgency and will push people on the fence to make a decision.

Frame your opportunity with exclusivity. Let them know this is an exclusive offer and that only a few spots are available. This gives your lead the feeling that they are special; if they don't act now, they will miss out on a great opportunity.

Ask for information. After you've given your leads some value on the page or in the VSL and sold them on the opportunity, you can ask for personal information like their name, phone number and email address. Only ask for this after they've dreamt of the opportunity and painted a picture of their desired future. That's when you've got a tight hold on them, and they'll be more likely to give you their information.

Finally, let them know what to expect from the call beforehand so there won't be surprises.

TSC Smart Tip: Did you know you can bounce fake emails? From time to time, more fakers will give random email addresses that clutter your inbox. To avoid the trash build-up, use a third-party service that checks to ensure these emails and phone numbers are legitimate.

Don't sweat if this sounds like a task and a half...

We’ve created a proven system for reducing no-shows and keeping your calendar full of guaranteed, high-quality leads that actually show up.

Don't miss out on the opportunity to book more appointments, reduce no-shows, and keep your customers happy with The Sales Connection's automated appointment system.

Click here to bring in hundreds of thousands of potential customers who will actually show up to your calls.

Middle of Funnel

How To Optimize Your VSL For 100% Show Rates

Now that we've gotten you through the initial impressions you've made with leads, it's time to dive even deeper. Nailing a sales page and video sales letter (VSL) is vital for driving your leads' curiosity and keeping them engaged. In this section, you'll discover how to optimize your VSL to ensure every high-quality lead shows up and pays up!

Start With Your Written Sales Letter

Sell prospects on your offer. You don't have to be a master copywriter to figure this out, but you need a strong understanding of sales, buyer's psychology and what motivates people. Your sales letter should go in-depth into your offer, who it's for, and why this is the best solution....

Include Your Pitch in the VSL

Talk about your company, how you help people, and how you can significantly help your prospect. This video can be short, but it should include all the essential information. Use star testimonials as your social proof and show your prospects how happy your past clients have been. The pitch should be music to their ears and something they've been waiting to hear. Those are the people who will take this opportunity more seriously.

Design A Highly-Optimized Booking Page

This customer journey stage removes the tire kickers and scares away the riff-raff. The application form doesn't have to be intimidating, but it does need to discern who wants this badly enough over those who freak out and run away when the going gets tough. Here are some ways to optimize your booking/application page:

- **Set a timer:** Only interested leads will act with urgency when they're in a time crunch and feel the opportunity will disappear forever if they don't apply now.
- **Add a Typeform:** Instead of using your calendar's embedded form on your booking page, use Typeform, where you can capture a validation date and add anti-testing measures.
- **Build expectations:** Calendar invites typically suck and don't give the prospect any helpful information. Excite them, build their curiosity and get them excited for your call.

Oh... And Did We Mention You Should...?

1. Build Authority

Share credentials, case studies, and testimonials of success stories. Stand out as an authority and expert in your space. Show what separates you from the competition. People feel more confident when they see people like them sharing positive experiences. Inspiring and relatable content hooks them in.

2. Prep Prospects For The Call

If you can sell prospects on the method BEFORE they show up on the call, they will almost always buy if they have the money. Don’t overload them with information you know you’ll go over on your call, though. Give them enough information in your video that addresses any objections right away. Introduce your company, how you solve your client's problems and how they will be introduced to the solution. Show social proof and build trust with them.

Pssst... Want to know what NOT to share before your sales call?

Grab our BONUS No More No Show Checklist, where you’ll find more tips, tricks, and other funnel strategies to reduce your no-show rates...

Click here to get instant access to your No Show Checklist

APPLY NOW TO UPGRADE YOUR SALES TEAM

3. Set Your Sales Team Up For Success

Give the prospect the necessary information to make a decision. This makes it easier for your salespeople to sell on the call. This does not mean the salesperson won’t have to sell prospects on the method, too. They will always have to. But ideally... **You set up your sales team for success,** and that’s what you wanna strive for.

The Elite Application Process

To almost GUARANTEE every person that ends up on the phone with you is a SHOW means you'll have to design an application form in a way that has prospects drooling over the opportunity to work with you.

- **Time Value:** The prospect should understand your time is valuable and must meet your criteria to work with you.

- **Add Friction:** Make your prospect jump through more hoops and ask "big thinker" questions that get their gears turning and tell them that they must be serious enough to continue. When we say add friction, we don't mean do it for the hell of it… be intentional.

- **Frame Your Application Question:** Make the opportunity seem rare, desirable and scarce. Using exclusivity and urgency is the party trick to increase your show rates.

- **Write Your Application Like A Sales Letter:** Use psychology and sell leads on why they need to work with you and identify barriers holding them back. Based on our data, an application with a VSL and a booking page to follow has increased our show rates by 378%!

- **Knockout Questions:** These questions tell if someone isn't a good fit. E.g. If they live in a specific location or what their previous sales experience is…

- **Future Pacing:** Get your prospect to dream about their future, what it would be like if they had more money… achieve their goals…

- **Reduce Duplicate Data Entry:** The less your prospect has to retype their information on your forms, the easier you make it on them.

Creating a killer application process is the biggest thing you can do to improve show rates…. We have seen this process increase show rates by 300%. This process allows you to save time, weed out bad apples and help you identify the ideal customer you desire.

In our application, we ask prospects various questions that help us determine their motives, pain points and desires. Depending on their answer, we grade the applications from most interested to least interested leads, and that's where we focus our time - on leads with the highest interest.

Four Characteristics Of A World-Class Application

In this section, we'll break down the four key ingredients to world-class applications and the questions you must ask to qualify your top leads to vet and easily filter out your top talent. Our secret? More micro-commitments; getting people to say "hell YES" at every touch point.

1. Appeal To Emotions, Identity & Logic

These questions should get deep into the layers of your lead and get them to answer honestly--No teary-eyed, dramatic questions but ones that get to the bottom of their motivations.

- *What is your dream for the future?*
- *If we could solve your #1 desire- what would change for you?*
- *One year from now, what are you doing? Where are you living? What are you experiencing?*
- *If you had unlimited resources - the first thing you would do is....*

2. Ask At Least ONE 'Big Thinker' Question

"What makes you interested in my offer?"

- *TELL them by giving them the* **best three options**
- *WOW them with glowing answers to choose from that practically* **show them the opportunity right in front of them**

These are the big THINKING questions. It makes people stop and take a moment to think about the 'dream.' <u>The biggest mistake you can make here is leaving a blank answer box or 'open field' to type whatever they want.</u> The options are for YOU to help them down the right path and show them what the destination looks like.

3. Qualify By Asking 'Why Now?' Questions

Asking people "why now?" questions get them to dive deeper into the urgency behind the change. Add fuel to their fire by getting them to feel their pain and create that desire for change so badly they're guaranteed to show up to the call. Anyone who wants to make a change in their life and doesn't want to wait another minute will be ready to get on that call with you immediately.

- What level of change are you looking for?
- Why do you want to take on this opportunity right now?
- How will making an extra $10k/Mo change your life in the next year?
- What are the obstacles holding you back from making this change?

4. Objection Handling Questions

Reduce no-shows by handling common objections right out of the gate. The most common are financial, pain points, and spouse/business partner-related objections.

Objection: "It's not in my budget right now…."

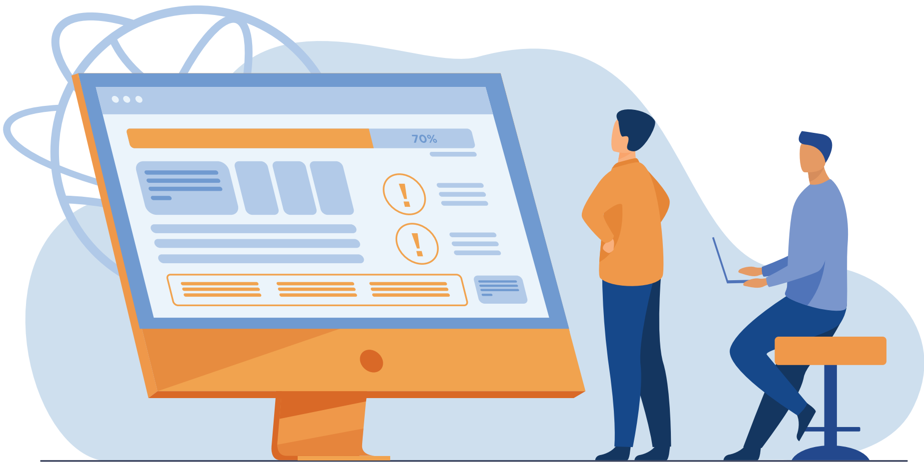
- "What do you mean? How do you pay your bills? How do you sleep at night?"
- "…If you had all the money in the world, we wouldn't be talking. Isn't the reason why we're talking because you don't have the money, and you know you can't keep moving forward like this?"
- "I'm not making any promises here, but…suppose I was willing to finance this for you with no interest…that wouldn't make a difference, would it?"
- "We understand that finances can be a challenge, and we always do our best to work with people in this scenario. Let me ask you this, is this something you want to do? Because if it's not a good fit, that is okay, too."
- "Tell me more about that."… "OK, so you shared with me throughout the call that this is exactly what you need to do to move forward. So tell me, how is it that you are going to afford to continue without it?" "So, how can we make this a reality for you?"
- "Even though I could (stop your pain point), you're probably not comfortable investing that kind of money, are you?
- "I can appreciate that, but the real question is not about the price or the program. The only relevant question right now is whether you're sick and tired of having this problem
- and whether you are ready to get some help to fix it. If I can help you lose weight for good, would you be committed to getting the outcome? If you want my help, you must be committed to your goals. Either you want to fix this now, or you're not ready. I can only help those committed and ready to fix this now."
- "No problem, that's pretty common. Others have felt the same way. But I've found that the committed are always willing to find a way. So if it's just about the investment, would you mind if I got on the other side of the table with you to help you solve that problem? And show you how others like you have become resourceful so they can invest in their dreams. You've already decided you want the outcome, and you said you're resourceful, so let's find out how resourceful you are and find a way! Multiple credit cards, extend credit limit, new credit card, loan, sell stuff, who owes you money, borrow, crowdfund."
- "That's not a problem. Tell me, if you did have the money, would this be something that would work for you?"

Objection: “What Guarantee Do you have?”

- “What kind of guarantee would you like?”
- “Let’s pretend we did have a guarantee. What would happen next? Would you be comfortable doing business today?”
- “There are no guarantees in life… I think we both can admit to that. However, I can guarantee that we’ll do our very best to get you the results you’re looking for.”
- “We guarantee that if you keep doing what you’re doing, you’ll get the same results. But if you’re looking for an out before you begin, then we’re not a good fit for you because that’s not the energy that will serve you or us.”
- “Before I guarantee anything, can you guarantee that you will show up? Do the work? Ask questions and not run away. Can you guarantee that in the next three months from now, I will call you, and you’ll tell me you have been working at this to the best of your abilities and haven’t gone off the path again?
- "I can guarantee that you will love the results if you show up 100% and do the work. I will do everything in my power to support you, but you have to want this more than your fear and excuses.”

Objection: “I need to make this decision with my spouse/business partner…”

- “Just out of curiosity… are they the main decision-maker?”
- “What’s their name? Are they available to get on the call now?”
- “If your partner supported you, is there any other reason why you would hesitate to enroll today?”
- “That’s not a problem; how does your partner feel about you____(repeat what they wanted)
- “Well, what I can do if you have your calendar handy, I can pull up mine so you can book a specific time with me in the next day or so…”



Bonus Questions To Ask Prospects

Solution Questions – What does success look like to you?

Trust Questions –How long have you been following….? Why this particular influencer?

Income Questions – What would you need to replace your income?

Occupations Questions – What is your current occupation?

Keys To Remember:

- ***Move from least invasive to most invasive questions***
- ***Ask for name, phone number and email LAST after they've already committed to answering the questions***
- ***Least friction questions to highest friction questions.***
- ***Reduce the number of questions***
- ***Make it as easy to complete as possible (Reduce open fields and free text).***
- ***Sell at the beginning of the app, then move to qualification.***
- ***Don't ask for their name and number before you serve up the opportunity, and they've dreamt amount making money - this helps with the completion rate because it gets them excited about "$20k months" or "fixing their problems."***

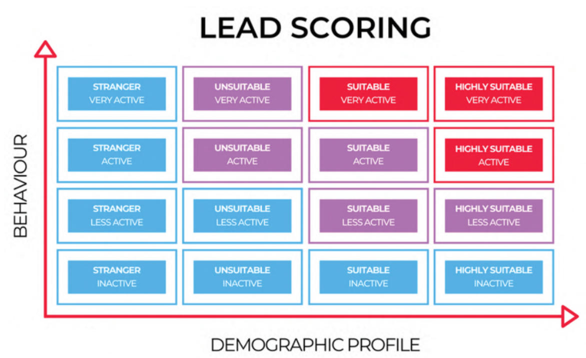
GRADE YOUR APPLICATIONS

To qualify the best applicants, we use a **Lead Scoring process.** We do this because we don't want the wrong applications booked and wasting our team's time. We grade applications using the following methods:

1. **Actions**
2. **Demographics**
3. **Self-reported info**
4. **Purchases**

Let's Talk Lead Scoring

The best way to get to know someone is by observing their actions. When you score leads, you look at behaviors and actions. Such as how many of your emails they've opened or past purchases.. These details give you a big picture of this person's customer profile BEFORE they even give you their personal information. This is a quick way to see how aligned they are with your customer profile.



There Are Three Types Of Lead Scoring:

*1. **Self-Reported Lead Info** - Any information someone willingly shares with you. This could be any personal data and other information they enter into the application that gives you a better sense of who the person is.*

*2. **Location/Demographics** - Used to target specific groups of people. A common strategy to find this information is to have leads complete a form on your opt-in page. You can get laser-focused on all the location information you need by getting their phone number. You'll have their country and area code on hand without asking them location-related qualifying questions.*

*3. **Online Behavior** - Maps out the patterns of your lead, such as what pages they visited on your website, did they sign up for your newsletter, and how many offers they bought previously. You can track people across your online assets to see how many times they've opened emails, clicked on your ads or watched your videos.*

These determine how ready your leads are to speak with a rep and how likely they are to buy.

TSC Smart Tip: Use tools like Activecampaign or Klayvio and have pixels turned on to collect lead behavior data. You can correlate the actions they take versus the actions loyal customers take and see how they compare from there. You can target the percentage of people above your minimum threshold to send through your book-a-call funnel.

THE PRE-CALL PROCESS

SETTING THE BOOKING

The pre-call process starts at the VSL. You can qualify people enough from the ads, VSL and application questions, handle objections, and observe their behavior. The idea is to knock people out and put the good leads on top and the bad ones at the bottom of the call list. Once the prospect has completed their applications and conducted your lead scoring analysis, you're on to the next step - getting the call set up.

Four Things You MUST Do In The Pre-Call Process To Reduce No Shows

1. **Give Leads Exclusive Value:** Give people value before the call. This gets them excited about the opportunity and gives them just enough information to still be curious about it and hop on the call with you. Keep it as exclusive as possible and remind them that this opportunity is rare.

2. **Build Authority:** Be authoritative but not overly polite. Use your company's brand to show authority by creating a custom post-booking confirmation page with a short video or written testimonials that validate your credibility and show leads the value of being on the call.

3. **Pre-Call Content:** Don't send leads more than they need. You still want them to get on a call with you. But, you SHOULD be able to handle the common objections that come up through a video or written content that they can review before your call.

4. **Confirm Your Call:** Every part of the pre-call process is a micro-commitment. Getting them to say "yes" to confirm the call is one of those commitments. Ensure they have everything they need so they do not miss the call.

Now that we've covered that let's go over a simple rule that helps us win over leads and increase our show rates successfully...

The Rule Of ONE

The modern workplace rewards those who multitask. It's like juggling - you can't keep all the balls in the air for too long, or the balls all tumble to the floor. The same is true for your prospects' brains. When people travel along their customer journey in your funnel, they can't keep up with all the balls. They need to **focus on ONE thing at a time.** And so, we call this the **Rule of One.**

Each funnel step should only have **<u>ONE clear action step</u>** you want the prospect to take. We follow this rule regarding ads, opt-in pages, VSLs and more. Why? The easier you can guide your prospect to what you want them to do, the less confused they are and **the more likely they will show up to their booked call with you.**

However... when it comes to the pre-call material you send before the call... many people don't follow the Rule of ONE. Usually, setters (and even the marketing automation) will send five different case studies, PDFs, videos, and more. The result? Your prospect makes so many decisions that they get lost and frustrated, leading to a no-show or a cancellation.

We discovered that the number of assets sent before a call was inversely proportional to the show-up rate. In other words, the more you sent, the less likely they were to show up.

Instead, have them make a small commitment that they will **review ONE thing.** This makes them much more likely to consume the material. Plus, you only have to **focus on making one valuable asset.** These are micro-commitments. You want the prospects to say something like, *"Yeah, I'll check out that case study before the call."*

A study by RAIN Group on Top Performance in Sales Prospecting shows that the average person needs eight touchpoints before converting. If one of these touchpoints is your pre-call material, your sales rep likely won't need as many touchpoints if you kick off this relationship with them by creating valuable pre-call assets.

Four Pre-Call Things To Do To That Follow The Rule Of One

1) Only send ONE asset before the call. The more assets you send the prospect, the more overwhelmed you'll make them before the call. Don't make them feel like they have to do all this homework to show up to a conversation with you.

2) Make sure the ONE asset is hyper-relevant to the person you're sending it to. This means customizing each message and offering it to your prospect's specific needs. Personalization also leads to a higher show rate because it shows your prospect you put time, effort and care.

3) Time for the asset to arrive before the prospect needs it. If you send an asset too early, they'll forget about it when they need it. They'll get frustrated and give up if you send it too late. Make sure to send it 48-24 hours before your call.

4) Keep it easy for prospects to consume your assets by keeping them short and sweet. If you're sending a video, make it less than five minutes long. If you send a PDF, ensure it's less than five pages.

The Power of the Pre-Call Video

You likely have had the experience of a prospect cancelling on you at the last minute, or worse, they become a no-show. If so, there's a good chance it was because they didn't have enough time to prepare for the call. Or because you missed out on a golden opportunity to SHOW them why attending the first call is so important. This is a common mistake in the sales pre-call plan.

Now, you can do many things to reduce the chances of this happening, but one of the best ways is to send them a **pre-call video.** A pre-call video is simply a short video that answers these questions:

- Who is your company?
- What problems does your prospect want to solve?
- Why is solving this problem important?
- What is your company's solution to their problem?

And here's why it works:

Prospects get to know you better. A lot of times, prospects will cancel on calls because they don't feel like they know enough about you. A pre-call video can help bridge that gap by giving them more information about who you are and what your company does.

The video prepares them for the call. Reduce anxiety and ensure everyone is on the same page regarding what will be discussed on the call by reassuring them in the pre-call video. By preparing them for the call, you ensure it's a productive conversation.

The video builds trust and credibility. A pre-call video can help build trust with your prospect by showing them that you're an expert in your field. It also helps show that you're credible and know what you're talking about.

Five Components Of A Powerful Pre-Call Video

1) **One Action:** The pre-call video should be the ONE action your prospect takes before your call. This one action determines their likelihood of showing up to the initial call. In the video, you introduce yourself and explain what you'll be discussing on the call. This sets the stage for the conversation and gives the prospect a chance to get to know you before they even speak to you.
2) **One Clear Takeaway:** The pre-call video MUST give the prospect one clear takeaway or action step that gives them a quick win. Give your prospect a valuable takeaway that they can immediately implement. This will increase their motivation to show up to the call.
3) **Re-Sell The Offer:** The pre-call video should also re-sell the offer. This is your chance to remind them of what they stand to gain by attending the call. By re-selling the offer, you can increase their likelihood of showing up.
4) **Position Your Authority:** The pre-call video is also an opportunity to position yourself as the authority in your field. This can be done by sharing your credentials, case stud ies, what you're doing differently than the competition and how your offer is the best solution for them.
5) **Share Next Steps:** No one wants to feel left in the dark after being given information. Make sure you tell them what the next steps are to guide them along their customer journey. They should know what to expect on the call, when the call will take place, if they need to complete anything before the call and so on.

Bottom of Funnel

Setting Yourself Up For A Successful Call (Where The Lead ACTUALLY Shows Up)

Hire Setters That Will 10x Your Funnel... Not Kill It

We know appointment setting is a huge part of reducing no-show rates. But what if I told you the call setters you hire could make or break your funnel within minutes if they're wrong for the job? The appointment setters' main goal is to lock in and convert prospects into interested customers. And they must do this through a series of marketing and sales tactics. But if your setters are mid-level quality, don't expect to hit your sales targets anytime soon...

Here's what your current setters could be doing wrong...

They Are Not Following Scripts Or Don't Possess Proper Conversational Skills

The setter's ability to follow a script is crucial to deliver your message correctly and efficiently. The prospect could quickly get annoyed and hang up if they don't have proper conversational skills. This goes hand in hand with building good rapport and connecting with the prospect.

They Put People Off With Their Cocky, Sleazy Sales Tone

One of the biggest reasons for no-shows is the setter's tone puts people off. We've all been on the receiving end of a call where the person on the other line is trying too hard to sell us something. It's incredibly off-putting. Train your setters to lead the call with intention but without coming across as cocky or sleazy.

They Lack Confidence On The Call Because They're Unprepared

If your setters are unprepared for the call, it will show in their lack of confidence. This could be due to not fully understanding the script or not having enough knowledge about your product or service. Make sure your setters are adequately prepared before they make any calls.

They Fail to follow-Up To Prevent No-Shows

Just because they secure the appointment doesn't mean the call is for sure set in stone. Your setter must follow up with the prospect to strategically prevent a no-show. They can do this by sending a follow-up email, text message or phone call. The key here is to get them to check in and offer value to the prospect before they hang up.

They Don’t Provide The Prospect With Enough (Or The Right) Information

Laziness often reveals itself as a lousy setter when they fail to give prospects enough information before the call. A lack of information is a turn-off for most prospects who want to know why they need to spend time and energy talking to you.

They Talk To The Wrong People

Setters often overlook who they’ll speak to. Most of the time, they could likely talk to an unqualified prospect who will simply waste their time. Setters must set a standard for whom they’ll speak with and qualify the leads before picking up the phone to make an appointment. Target market research can save them time here.

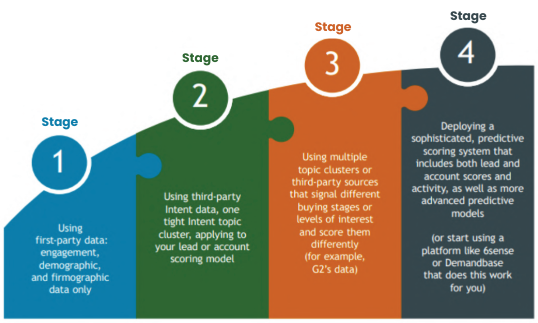
No-Show Treatment & The Follow-Up Sequence That Works Every Time

[ALT] The TRUTH Behind Rebooking No Shows that Will SHOCK You

The No-Show Pipeline

1. Prospect Is A No Show
2. Sent “No Show Email Sequence” To Nurture Them
3. Invite To Rebook A Call

1. Outbound Setters Lead Prospects To Booking Confirmation
2. Prospect Receives Email Confirmation
3. Prospect Receives Calendar/Meeting Invite Link



But… Here’s the truth…

No-shows are a waste of time and resources for both you and the customer, and **they can damage your reputation and your business.** It is inappropriate to increase your no-show rates for booked calls - as this would be unethical and unprofessional.

Instead of increasing your no-show rates, you should **focus on providing a high-quality customer experience and creating value for your customers.** This will help to build trust and establish a positive reputation, increasing the chances of customers showing up for their booked calls and engaging with your business.

Here are a few strategies you can use to **improve the customer experience and reduce no-show rates:**

Communicate clearly and consistently: Provide clear and detailed information about the booked call, including the date, time, and location. Also, follow up with the customer to confirm their attendance and provide any additional information they may need.

Offer incentives or rewards: Consider offering incentives or rewards to customers who attend their booked calls, such as discounts, special offers, or exclusive access to products or services. Incentives can motivate customers to show up and engage with your business.

Provide exceptional customer service: Ensure high-quality customer service before, during, and after the booked call. This can include answering questions, addressing concerns, and providing helpful resources or support.

The key to reducing no-show rates is **providing a positive and valuable customer experience.** Building trust and delivering value can increase customer engagement and reduce no-shows for your booked calls.

Not as easy as it looks... is it?

We get it... and there's no reason for you to spend time implementing everything we just showed you in this playbook.

So, we thought we could take this off your plate, so you don't have to spend days, weeks or months nailing down your customer journey to prevent no-shows.

We have the EXACT questions you should ask prospects to qualify them in the application process, how to handle the most common objections, how to frame your opportunity to create exclusivity and urgency, and what you MUST send to prospects before you hop on the phone with them...

If you want to make the most $$$ out of every booked appointment and increase your show rates by 500% - apply here to work with us today.

APPLY NOW TO UPGRADE YOUR SALES TEAM

No More No Shows In A Nutshell

Top Of Funnel

- **Design Irresistably Attractive Ads Your Leads Simply Can't Ignore**
- **Position Yourself As The Authority Expert In Your Industry To Turn Cold Leads Into Hot Fans Who Wouldn't Miss A Call With You For Anything**
- **Optimize Your Opt-In Page For Higher Show Rates With Three Sure-Fire Strategies**

Middle Of Funnel

- **Optimize Your Vsl For 100% Show Rates When You Use The Power Of Buyer's Psychology (And Use Some Simple Tools That Will Get Anyone To Show Up To Your Call)**
- **Build An Elite Application Process That Not Only Collects Information But Sells People On The Dream You're Offering**
- **Four Characteristics Of A Solid Application Form That Makes People Think Big And Envision Themselves At The Destination (And How To Handle The Hardest Objections Right Inside Of Your Application Form)**
- **Scoring Your Leads From Greatest To Worst By Using The Three Types Of Lead Scoring**
- **Creating A No-Brainer Pre-Call Process That Builds Suspense And Curiosity And Ensures Every Person Shows Up With Enthusiasm And Wonder**
- **Dissecting How The Rule Of One Applies To Your Pre-Call Process And Pre-Call Videos**
- **Powerful Pre-Call Video Strategies That Almost Guarantee An Increase In Your Show Rates**

Bottom Of Funnel

- **Hiring Setters To 10x Your Booking Funnels That Don't Suck**
- **No-Show Treatment And The Follow-Up Sequence You're Missing That's Costing You Extra Cash**
- **No Show Pipeline System That Shows You How To Re-Book No Shows The Right Way**

Hear From Our Successful Clients

Who Were Able To Book Out Their Appointment Calendars & Reduced Their No Show Rates

DAVID ZALESKI

EcomHub

Working with The Sales Connection for the past 12 months has 3x'd my program. In fact, I never thought I could solely focus on the things I love about my business and outsource the rest to a team of dedicated and highly driven AAA players until I met Marcus and Kayvon - One of the best decisions I've ever made for my business!

★★★★★

WENT FROM TAKING ALL OF HIS BUSINESS CALLS ON HIS OWN TO MAKE OVER $10M IN SALES WITH AN IMPROVED APPOINTMENT SETTING SYSTEM THAT HE COULD COUNT ON AND REFOCUS ON GROWING HIS BUSINESS

PETER SAGE

Peter Sage

"As a travelling speaker and business owner, I need a team I could trust when I was on the road and speaking on international stages. The Sales Connections systems and the team allowed me to know when I was on the road, they were in place with a strong, dedicated and trusted team of people maximizing our sales pipeline. Working with TSC has tripled my sales revenue."

★★★★★

COULDN'T SCALE PROFITABLY, WAS INCONSISTENT AND HIRED HIS FRIENDS AS CLOSERS. NOW HE HAS A WELL-OILED LEAD MACHINE THAT GUARANTEES APPOINTMENTS THAT SHOW UP ON EVERY CALL.

TATIANA LONDONO

Londono Realty Group

"The entire audit and implementation took less than 30 days. I have worked with Kayvon and his team multiple times. He is my go-to for phone, remote sales and sales strategy. I love working with The Sales Connection - They were paramount in my high ticket sales and helped my business 2x in profits. I wouldn't recommend anyone else when it comes to High Ticket Sales... Best in the business."

★★★★★

THOUGHT SHE HAD TO RELY ON SELLING LOW-TICKET PRODUCTS OR WORK LONGER HOURS. SHE LOST MONEY ON AD SPENDING WITH RISING AD COSTS TO HER WEBINAR FUNNEL... UNTIL SHE WORKED WITH US TO IMPLEMENT A PROFITABLE HIGH-TICKET SYSTEM WITHIN 30 DAYS THAT SKYROCKETED HER REVENUE.

Make the most out of every booked appointment, increase show rates by 500%, and ensure no-shows are a thing of the past...

By using our sure-fire techniques such as irresistible ads, positioning yourself as an authority expert, optimizing your opt-in page, optimizing your VSL, building an elite application process and creating a no-brainer pre-call process, you'll be able to get prospects booked in and excited for their call with you.

Not to mention, the No Show Pipeline System will show you how to increase shows rates with our proven funnel setup.

Ready to level up your outbound sales process? Let's make those booked appointments count.

What are you waiting for? Apply now to work with us and stop worrying about no-shows today!

APPLY NOW TO UPGRADE YOUR SALES TEAM

No More No Shows Checklist

This comprehensive checklist complements the No Shows Playbook by outlining the steps you need to take to maximize your booked appointments and increase show rates by 500%.

Lies vs Truths

- Don’t rely on automation software to confirm calls
- Don’t try to rebook any shows
- Don’t try to sell too soon in the process
- Don’t rely on discounts to motivate leads to show up
- Don’t try to reschedule no-shows too far in the future
- Don’t be afraid to disqualify leads if they aren’t a good fit

Top of Funnel Checklist

- ☐ Design irresistible ads to attract and interest leads to your offer
- ☐ Position yourself as the expert to attract high-quality leads
- ☐ Optimize your opt-in page for higher show rates

Middle of Funnel Checklist

- ☐ Optimize VSL for 100% show rates
- ☐ Use an elite application process to filter leads
- ☐ Use the “Rule of ONE” to narrow the focus of guiding your lead through the funnel
- ☐ Use pre-call videos to engage leads before the call

Bottom of Funnel

- ☐ Triage leads to prioritize the most promising ones
- ☐ Set up calls for success by hiring setters who will support your funnel
- ☐ Use a follow-up sequence to handle no shows effectively
- ☐ Avoid sending too many emails or messages before the call

There you have it! This a useful checklist to keep handy as you build out your lead generation funnel to acquire top-notch leads and people who will actually show up to your calls.