**The Scheduling Funnel**

HANG UP

Provide a backup time

Give two time options:

Ask what part of the day: morning, evening, etc.

Ask what days of the week are usually better for them

This structure is designed to help you confirm more appointments and will decrease the chances of an appointment cancelling. The concept of this structure is to show the prospect that your time is valuable along with having them really identify that they have the time to meet with you.

Most people think that they are busier than they actually are. One of the most common responses that you hear from people when you ask them, “How have you been?” is them saying, “I’ve been busy.” This language can help them identify where they really do have time to get together for a meeting, talk over the phone, etc.

First and foremost, the saying, “When are you free?” or “Whenever works for you.” should be taken out of your vocabulary. Both of these sayings show your prospect that they are ultimately in full control of when you meet with them. Since they may not know the meeting’s level of importance, this gives them the opportunity to put off the meeting or to say that they don’t think they have the time, even when they do. Remember, one thing that people really respect are people who value their time.

In this day in age, the network marketing industry is booming. It is not uncommon for someone to get prospected by representatives from multiple different companies. Some representatives can come off as being desperate to schedule the meeting, and will turn their schedules upside-down in order to meet with the prospect. We want to show them that we value our time and want to make sure that the meeting time works for both you and your prospect. I always recommend knowing your availability before offering different times to meet.

Going into the language:

The Scheduling Funnel can be used to schedule any kind of meeting; whether it be a three-way call, Gold Bag Drop-off, coffee meeting, and so on. If you are new to the business, this language is great to use right after using the Four Quadrants Language. Please ask your sponsor about the Four Quadrants Language if you don’t have it!

To dive into how this can sound, let’s do a broken down, perfect world example:

* Four Quadrants:
  + You: Sarah, you’ve always been such a hard worker, and I really admire your discipline. I’m really eager to share a new business I’ve recently started, as I believe that someone who is as hard working and disciplined as you are could see incredible results. If I were to schedule a time with my business partner and I to explain this to you, would you find 20 minutes to learn about what we do?
  + Sarah: Sure! I’d love to hear what you’re up to.
* The Scheduling Funnel
  + You: Excellent! What days of the week are better for you?
  + Sarah: Thursdays and Fridays are usually better for me.
  + You: Great. Do you prefer morning, afternoon, or evening?
  + Sarah: I prefer evenings.
  + You: Awesome. Would a time between 4:00pm and 6:00pm on Thursday work for you?
  + Sarah: 5:00pm would be great actually.
  + You: Great! And if it’s okay, could we have 6:00pm be our backup time just in-case 5:00pm doesn’t work for my business partner?
  + Sarah: That would be fine.
  + You: Perfect! I’ll put it in my calendar for us all connecting on Thursday at 5:00pm. I’ll make sure to confirm it with him/her. I actually gotta run, but I’m looking forward to connecting then!