

# Appointment Setting Script

## B2B Sales Teams

### Opening

Hi [Prospect Name], this is [Your Name] from [Your Company].  
Did I catch you at a good time?

### Introduction

Great! I'm reaching out because we help companies like yours [briefly mention value proposition, e.

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### Qualifying Question

Before I go further, may I ask if you're currently facing challenges with [pain point or industry-r

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### Brief Pitch

We recently helped [similar company/client name/industry] achieve [specific outcome or result]. I k

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### Request for Appointment

Would you be open to a quick 15-minute call this week to discuss your current needs and explore pos

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### Handle Objections (Optional)

I understand you're busy. I can tailor the conversation to focus directly on your priorities.  
Is there a day or time that works best for you?

### Confirmation

Great, I'll send a calendar invite for [date and time].  
If you need to reschedule, just let me know.  
Looking forward to speaking with you, [Prospect Name]!

### Close

Thank you for your time. Have a great day!

