

# 6 Most Common Scheduling Mistakes

## 1. Forgetting (or ignoring) accountability.

What good are phone calls if you don't keep track of results? Without specific goals and a tracking system, it's easy to veer off course. Being held accountable increases success and helps identify areas for improvement.

## 2. Not leaving a message.

If you don't leave a message when you call, how do you expect to connect with people? The only way to increase your appointment stream is to actually talk with clients and prospects.

## 3. Leaving a l-o-n-g message with too much detail.

Don't leave a wordy message, asking for a return call to schedule an appointment. If people know exactly what you want, they might not call back! Simply give your phone number and ask for a return call.

## 4. Rambling on and on during the call.

Be clear about why you are calling. For marketing assistants, the object is to sell the appointment -- not the products or services. Stay focused on filling the calendar.

## 5. Not making check-in calls on a regular basis.

If you only call your clients when you want a sale, they'll feel neglected. Make check-in calls regularly so people feel appreciated. They'll be more likely to share news that could lead to sales opportunities.

## 6. Not having enough people call.

Each month, review existing clients, prospects, referrals, and COIs with your marketing assistant. Good call lists get you in front of the right people.