



# HOW TO MAKE SURE YOUR PROSPECT SHOWS UP

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At 9 am you have THE meeting you've been waiting for since the day you booked it.

09:10 – you're still waiting.

09:15 – And waiting...

In the end, the prospect doesn't show up.

Follow these pro tips to improve your show-up rate and make the prospects excited for your next booked meeting.



## REMINDER TIMING

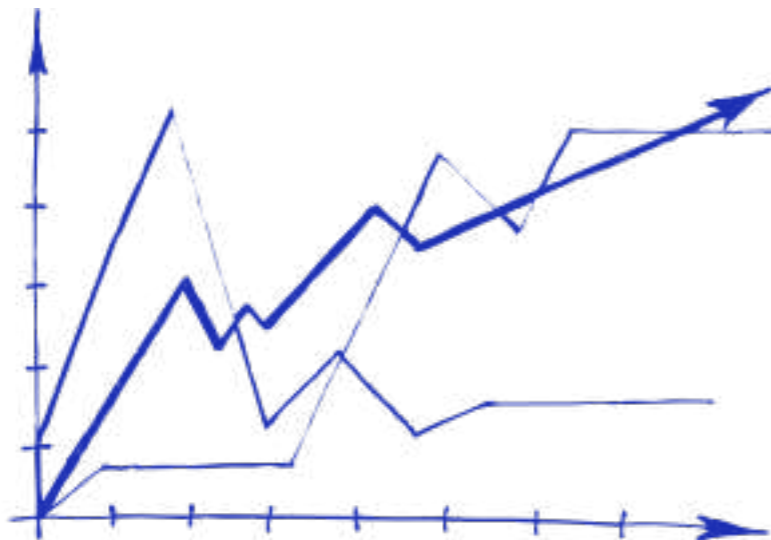
**BETTER 3 HOURS TOO EARLY THAN 1 MINUTE TOO LATE**

It's a good idea to send out a few reminders closer to the time if you arrange appointments far in advance. Consider sending an email confirmation 4 times: 1 day, 4 hours, 1 hour, and 10 minutes beforehand.



**Bonus tip:** Always make sure you use the most preferred channel to build strong relationship with the prospects and alternatively you can use LinkedIn, Whatsapp, voice messages or ring them up for a quick reminder for your call.

EXTRA VALUE



## 1ST REMINDER

### PROVIDE EXTRA INFO & EFFORT

Hi [first name]!

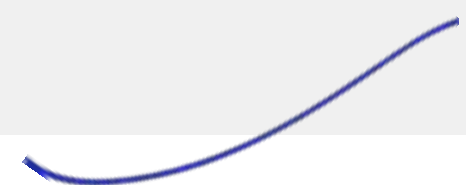
It's almost time for your scheduled demo with [company\_name] at [time] on [date].

Get ready to learn how [product] will help you solve [pain\_point]!

Thanks again for booking a demo with us.

See you soon!

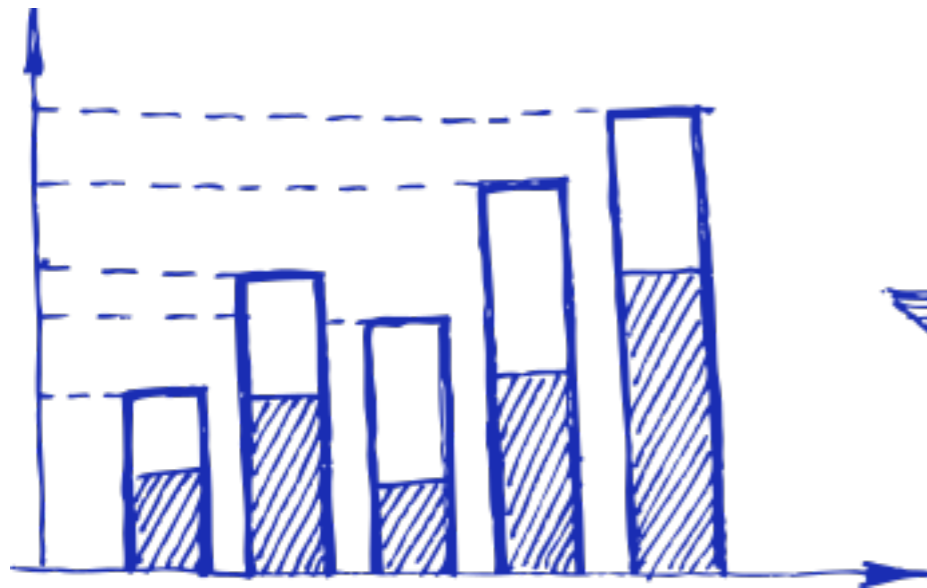
[signature]



## REMINDER CONTENT

### USE PERSONALIZED GRAPHICS TO ENGAGE THEM

Your potential client won't feel bad if they don't show up because they will feel like they're not disappointing anyone if your message is impersonal and doesn't let your prospects know who their meeting is with.



PERSONALIZATION

RESCHEDULING



## THE NO-SHOW' REMINDER

**IF THEY DON'T SHOW UP = RESCHEDULE YOUR MEETING**

Hey [first name],

I'm hoping everything is well.

Since we missed our meet-up [yesterday or day of the missed meeting], I would suggest rescheduling the meeting.

So how do you feel about tomorrow morning at 11am?

I look forward to hearing from you.

[signature]



More tips:

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## [FRIENDLY EMAIL REMINDERS FOR YOUR BOOKED MEETINGS – HOW TO MAKE SURE YOUR PROSPECT SHOWS UP](#)



[social@sales.rocks](mailto:social@sales.rocks)



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