



# Mirror Appointment Setting: How to Go Beyond Blitzing to Building Long-Term B2B Prospect Relationships Step-by Step

*Aren Benoit*

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*APPOINTMENT SETTERS! How Successful Are You In Filling Those Appointments?*

**This book shows you HOW TO fill those B2B Appointments Step-By-Step in a very simple, yet powerful and easy to understand format.**

*"Best book I have seen on this topic in 25 years"* - Myles Urquhart, Director, Ness Consulting Pty Ltd.

Every sales team dreams of filling all of their appointments. And isn't it fun to project sales for all of those potential appointments and dream "What if?!" But then reality sinks in. How do you get those appointments filled with qualified prospects? The never-ending challenge of sales is **how to get in the door**.

Here's just a bit of what's been covered in *"Mirror Appointment Setting"*:

- **Quick Start Guide:** In a hurry to get started? Just read the Quick Start Guide and dive right in.
- **Mirror Marketer Hiring:** Managers -- this section is for you! Some of the topics covered:
  - Mirror Marketer Hiring Process
  - Qualitative Scenario Survey and more...
- **Mirror Marketer Training:** this is the "meat & potatoes" of this book. Includes:
  - **Email templates**
  - **Phone scripts** for:
    - Qualifying a lead
    - Decision Maker
    - Receptionist
    - Appointment Setting
  - **Handling objections**
  - **Email Marketing**
- Status ID Ladder **Game** (yes, let's play a game and have fun!)
- ... A "Screen Play" of **"A Day in The Life of a Mirror Marketer"**. Here, you get to step into the Appointment Setter's shoes and experience **Mirror Appointment Setting** moment-by-moment.

And much more...

**Techniques** in this book are for those businesses striving to create & sustain a highly successful business over the long-haul, standing on a foundation of carefully & thoughtfully-constructed, reflective business relationships.

This book is speaking directly to those of you who are tasked with setting **business-to-business** appointments for a salesperson or sales team and for those managing them.

**More comments from past Amazon customers:**

*"This book has a professional, non combative approach to appointment setting and prospecting that presents total common sense."* - Myles Urquhart

*"I believe this liberating, insightful and educational book has arrived just on time on the sales and appointment setting scene."* - O.A.OGUNTIMHIN

Want to learn more?

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#### **Gail Kernan:**

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Are you kind of active person, only have 10 or even 15 minute in your moment to upgrading your mind talent or thinking skill perhaps analytical thinking? Then you are experiencing problem with the book when compared with can satisfy your short period of time to read it because all of this time you only find book that need more time to be study. Mirror Appointment Setting: How to Go Beyond Blitzing to Building Long-Term B2B Prospect Relationships Step-by Step can be your answer mainly because it can be read by you who have those short spare time problems.

#### **Lawrence Elam:**

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