



INTELEMARK

**7 COMMON MYTHS  
ABOUT B2B  
APPOINTMENT  
SETTING SERVICES**

Selecting an appointment setting provider challenges B2B organizations to identify vendors with proven, effective processes and a track record of results. Choosing the right partner for appointment setting enables you to:

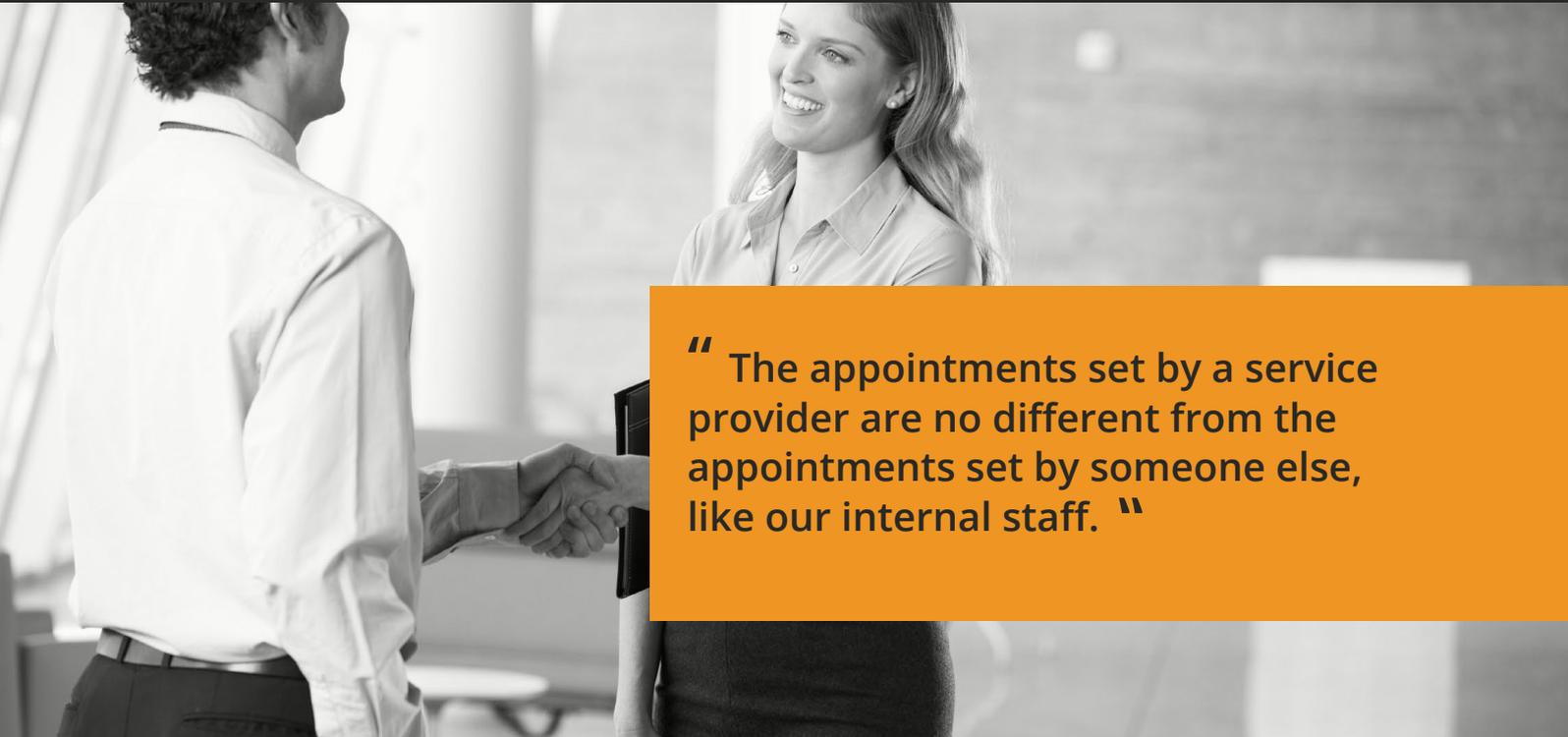
- Increase the volume of qualified appointments
- Improve sales team efficiency and effectiveness
- Develop a robust, vital sales pipeline

Unfortunately, the buzz around B2B appointment setting is rife with misinformation. Over the years, we've watched many organizations either pass on a promising appointment setting campaign or struggle to manage an inside sales team, all due to misconceptions about what effective appointment setting actually entails.

Now we're here to set the record straight. With an eye toward ways you can improve results by securing valuable appointments, let's take a look at seven common myths about B2B appointment setting services.



## Myth #1: One appointment is as good as the next one

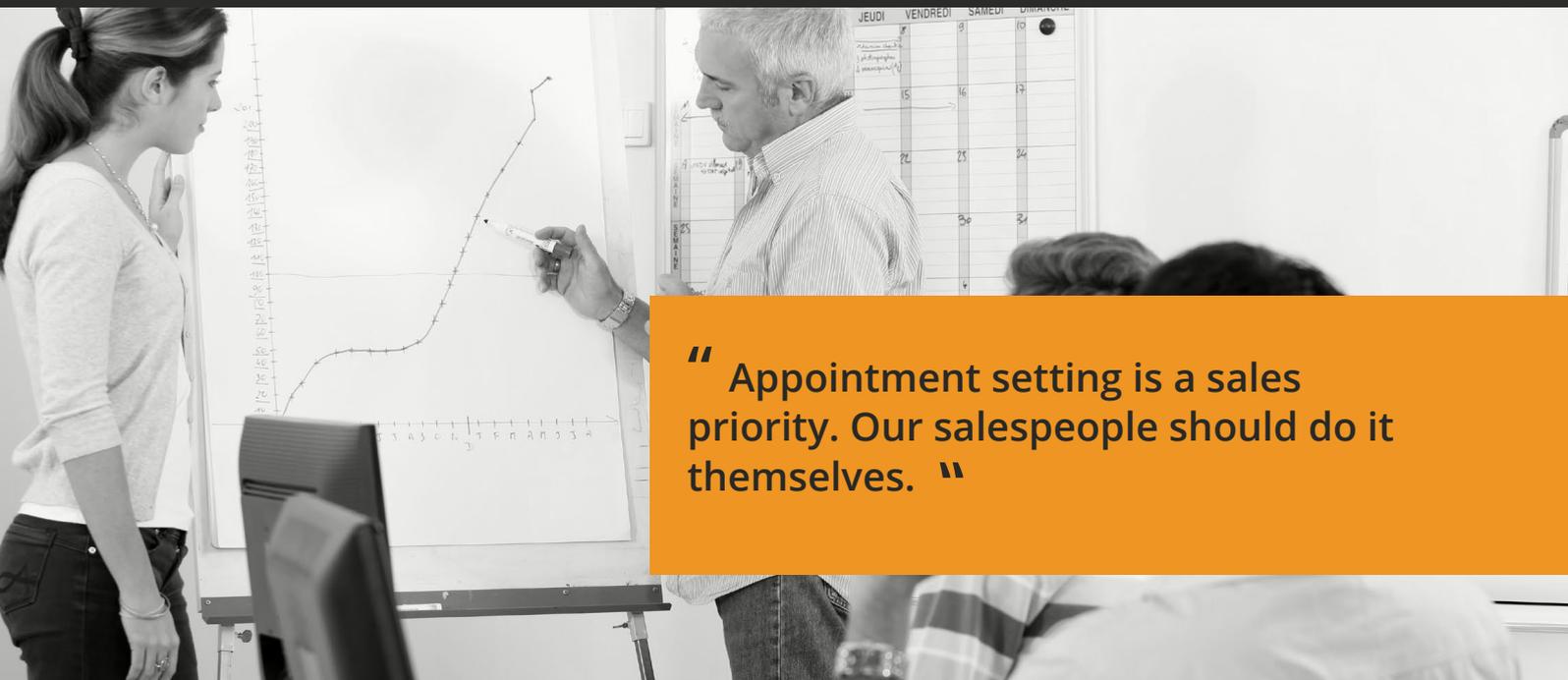


**“ The appointments set by a service provider are no different from the appointments set by someone else, like our internal staff. ”**

Many people believe this myth, but there’s actually a wide variation in the quality and value of different appointments. For example, an appointment with a fully qualified lead that has made the decision to buy within the next 60 days is infinitely more valuable than an appointment with a “lead” who may or may not have the authority to purchase at all. Sales leadership must be clear on what constitutes a qualified appointment, regardless of who is setting the appointment.

Time management is another example of why one appointment isn’t as good as the next one. You want your salespeople being responsive to their prospects and focused on closing business. If setting appointments is taking their time away from doing so, they could be missing out on opportunities that your competitor is winning. Hiring an appointment setting vendor helps you avoid this potentially crippling scenario and optimizes your sales team’s time and talent.

## Myth #2: Salespeople should schedule their own appointments



**“ Appointment setting is a sales priority. Our salespeople should do it themselves. ”**

Having salespeople set their own appointments is almost never in your best interests. Salespeople are most effective when they have ample time to:

- Represent your brand in front of likely buyers
- Develop relationships with new prospects
- Demonstrate to qualified leads the advantages of your products or services
- Provide high quality proposals
- Negotiate and close deals with new clients

All of these tasks demand many hours of your sales team’s time each day. Likewise, appointment setting would require many hours of their time. If salespeople are in charge of their own appointment setting, they’ll have less time for essential sales activities that increase revenue and help your organization grow. This also can result in significant peaks and valleys in a salesperson’s productivity.

To be clear, that doesn’t necessarily mean you need to hire a B2B appointment setting provider. It means you need to have a dedicated person or team who handles appointment setting for your sales staff. Sometimes, an in-house team is the answer. But as we’re about to see, sometimes it isn’t.

**Myth #3:**  
**It's more cost effective to keep inside sales in-house.**



**“ Our company needs its own inside sales team to set appointments with qualified leads and represent our brand ”**

Building and managing an inside sales team is a colossal undertaking. Not only is it costly – especially in the short term – but it also requires a substantial time commitment on the part of business leaders, managers, and recruiters. When determining the cost of your inside sales team, be sure to account for:

- Expenses relating to recruiting, hiring, onboarding, motivating, coaching, and managing the team
- Compensation, benefits, and payroll processing
- Workspace, telephone, computer, software and licensing, and utilities
- Opportunity cost of requiring existing team members to focus on inside sales instead of their core competencies

After adding up these costs and projecting the returns they're likely to realize over a long period of time, many organizations choose outsourcing over building their own team. Compared to assembling and managing an internal inside sales team, working with an experienced B2B appointment setting firm allows you to:



1

Take advantage of established processes for recruiting, hiring, onboarding, motivating, coaching and managing the team. Appointment setting agents will only require training on your solution.

2

Benefit from economies of scale. The appointment setting firm works with a variety of organizations, so you're not on the hook for 100% of the inside sales team's expenses like you would be if you had deployed the team

3

Allow current employees and leadership to focus on core competencies instead of inside sales, eliminating the burden of building your own team.

## Myth #4: Our current qualification parameters are sufficient

“ We already know which questions to ask to ensure a lead is qualified and ready for an appointment ”

Even if you're absolutely certain that your salespeople are attending only high quality meetings, ask yourself the following questions before rejecting the idea of hiring a vendor:

- In the last six months, have any salespeople realized during an appointment that the inside sales team scheduled an appointment with a company that did not meet the qualification criteria?
- Is your sales team constantly spinning its wheels with contacts that aren't really likely to make a purchase?
- Do you gauge appointment setting success by the number of appointments set or the number of qualified appointments set?
- Is setting an appointment relatively easy because you don't spend much time learning about a lead's critical business issues before scheduling a call or a meeting?

Many organizations could save valuable time and optimize their sales team's talents by modifying their approach to lead qualification, and an experienced vendor can help! When you hire a reliable B2B appointment setting provider, you're partnering with a company that's been qualifying leads and training inside salespeople for many years. They've seen what works, and they've seen what doesn't work and will customize your campaign to match your requirements. They'll collaborate with you to set the requirements needed to determine who is ready for an appointment – and who isn't.

**Remember:** Your goal isn't to set more high quality appointments. It's to set as many appointments as possible *with qualified leads that can turn into revenue*. Consulting an expert on this process can help you get there.

**Myth #5:**  
**If we can't connect with decision makers, a third party won't be able to make those connections either.**



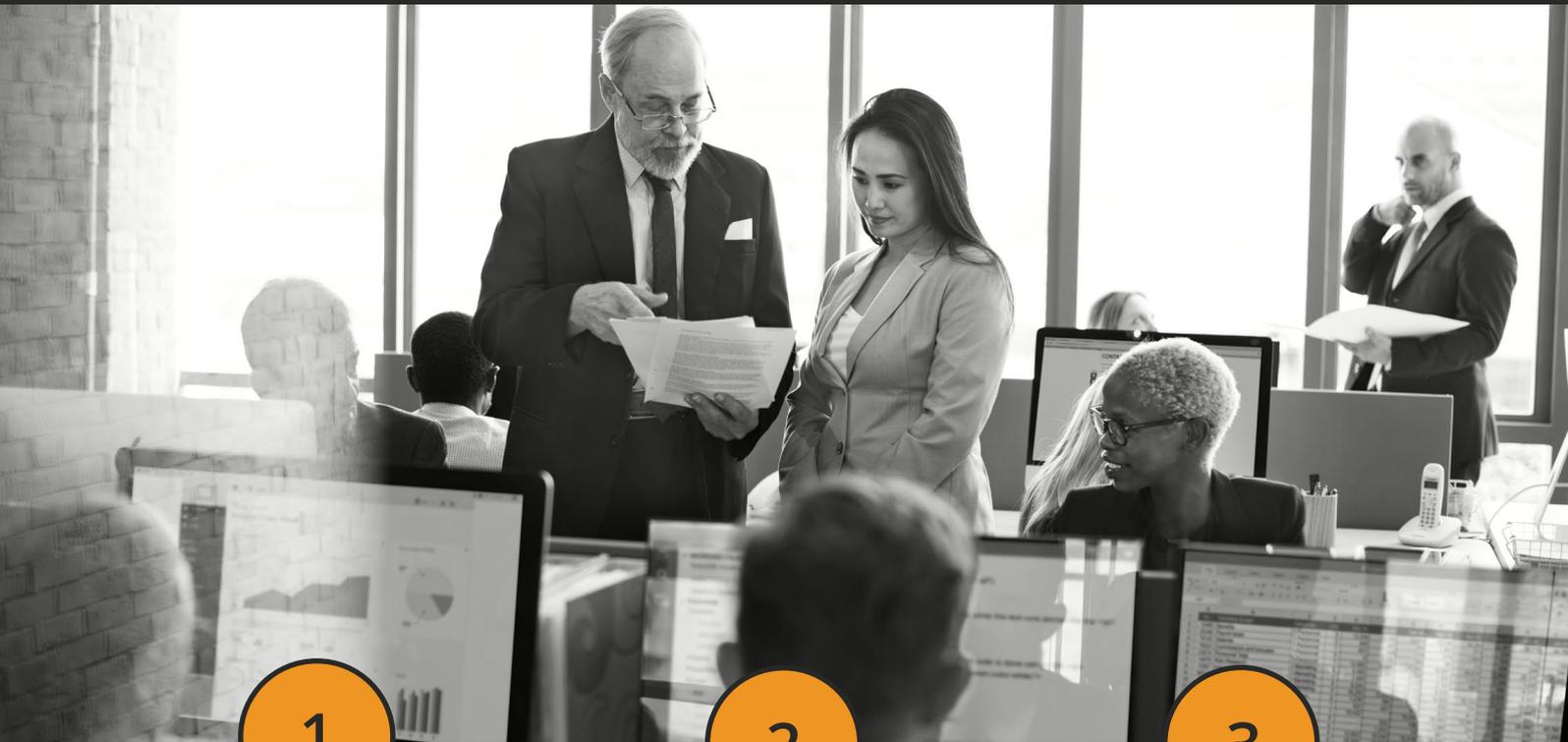
**“ Getting in touch with the right people is too difficult a task for a third party. There's no way anyone can do it better than our own team. ”**

This is exactly what Healthios thought as its sales staff struggled to reach decision makers at the Hedge Funds, Limited Partnerships, and emerging growth companies it was targeting. After all, getting in touch with these people was hard enough for Healthios' own team. How could a third party possibly do better?

It came to a point where Healthios had no choice but to outsource, and the company chose Intelmark to handle its B2B appointment setting. After developing a communications and messaging strategy, Intelmark assigned agents who had prior professional experience in the investing and healthcare industries.

Early on, our agents realized that these high-level, high-value targets were anything but a “one call close.” Based on our experience connecting with leads of this caliber, we quickly revised our initial communications strategy to include a multi-touch lead nurturing process. That way, we were able to develop relationships with the key decision makers across different channels and convert them into qualified prospects. The result? A consistent influx of high quality appointments for the Healthios sales team.

Here’s how working with a B2B appointment setting firm made all the difference:



1

**Our agents drew on past experiences with similar audiences:** As a dedicated appointment setting provider, we have over a thousand previous campaigns under our belt. We determined very quickly that this would be a difficult audience to reach and we developed an appropriate approach that helped us make connections.

2

**Our agents don’t juggle competing priorities:** The Healthios sales team is fantastic at what they do, but setting appointments was a burdensome activity that got in the way of other, more pressing tasks. We provided the time and level of focus that Healthios couldn’t achieve in-house.

3

**We have the infrastructure to handle unique challenges:** During the Healthios campaign, we had to augment standard tactics with a multi-touch campaign. Since appointment setting is our primary focus, we had the technology and human skill sets in place to pivot quickly and execute the new approach.

## Myth #6: B2B appointment setting is easy.



**“ Appointment setting is a very low-level task that virtually any organization can handle on its own. It’s too simple to justify hiring it out ”**

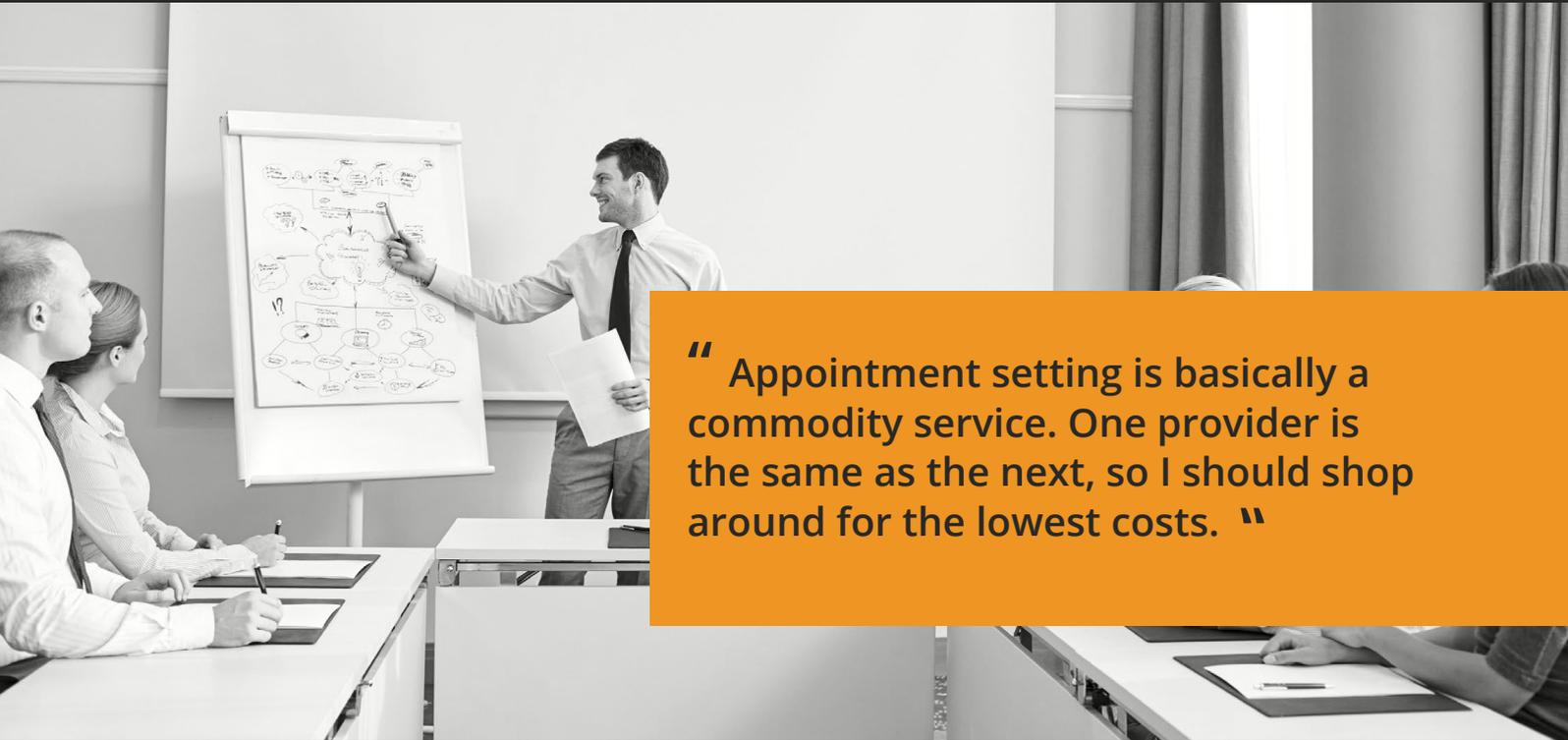
When you do it right, B2B appointment setting is anything but easy. Setting an appointment is actually a step that comes after you’ve taken several other critical actions, including:

- Identifying the right targets
- Contacting those targets
- Gaining a sense of the target’s critical business issues
- Communicating your value proposition
- Asking as many qualifying questions as required
- Updating your database or CRM application with all current information related to each contact
- Scheduling follow-up calls for an appropriate date
- Nurturing leads over an extended period of time until they’re ready for an appointment

Ultimately, appointment setting is the culmination of several essential tasks, many of which require specialized training. That’s not to say it’s impossible to handle appointment setting in-house or that every appointment setting vendor follows a process that accounts for the activities described above. It’s just that appointment setting is a multi-faceted pursuit, and getting it right requires significant effort and sophistication.

**Simply put, B2B appointment setting isn’t as easy as you may think!**

**Myth #7:**  
**Less expensive service providers are just as effective as the rest.**



**“ Appointment setting is basically a commodity service. One provider is the same as the next, so I should shop around for the lowest costs. ”**

There definitely are appointment setting services out there, many of which keep costs down by outsourcing to countries with low wages and a low cost of living. However, the old adage “you get what you pay for” is just as true in the B2B appointment setting world as it is in most other settings. Many of the low-cost providers focus on businesses that are seen as a commodity where dialing for dollars makes sense. For organizations with complex business models and highly nuanced products or services, an appointment setting service whose expertise is in commodity sales simply not an option.

For the B2B, healthcare, technology, manufacturing and financial services companies with whom Intelmark works on a daily basis, commodity-focused appointment setting would not be effective. Busy salespeople need a reliable stream of appointments with qualified leads, and making those connections requires careful planning, adherence to lead generation best practices, and diligent follow up.

Our clients – and the clients of other specialized appointment setting providers – can’t waste time with a vendor that focuses on commodity offerings or follows a dialing for dollars, one-size fits all approach. Those vendors definitely serve a purpose, but they’re not equipped to develop customized appointment setting campaigns targeting high-value decision makers who are notoriously difficult to reach. That’s what Intelmark does.

## Takeaway: B2B appointment setting services offer extraordinary value.

B2B organizations that meet the following requirements can benefit from B2B appointment setting services:

- Building a proprietary inside sales team imposes a significant cost and time burden.
- Existing lead qualification parameters and processes don't result in a sufficient number of qualified appointments.
- Sales staff juggle many competing priorities and don't have time to set the number of appointments needed to keep the sales pipeline alive and robust.
- Only a customized, highly focused campaign can deliver the results needed to meet sales goals and achieve growth objectives.



If you're struggling to secure appointments with qualified leads and any of the above scenarios describe your organization, a dedicated appointment setting firm can help. Don't just choose any firm, though. You should select one that follows a sophisticated process and can explain how that process works. Also be on the lookout for companies with a long track record of proven results.

There is always a way to improve your appointment setting results. Partner with the right provider, and you'll find it.

## About Intelemark

Based in Phoenix, Arizona, Intelemark designs highly customized B2B demand generation campaigns to connect businesses with prospects and customers. Services include all aspects of sales pipeline development, including:

- Qualified appointment setting
- Sales lead generation
- Lead qualification
- Database cleanup
- VAR communication
- Tradeshow support
- Sales intelligence
- Direct response follow-up
- Market research

*...and Emergency telemarketing*

To perform at the highest levels and deliver the best results, Intelemark pays careful attention to each client's brand.

The company has partnered with many of the world's most prominent businesses and has earned a reputation as "The Business Connection Company." For more information, visit [www.Intelemark.com](http://www.Intelemark.com).



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