Nine journeys, eleven upfront refusals

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Fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **An appointment-booking agent is judged on the number of appointments** — the most natural and the worst measure in this trade.

Finding	Value
Appointments booked on a need outside the catalogue	**9**
Information available in the first exchange	**9 of 9**
Discovered on arrival by the salesperson	**9 of 9**

The information was written by the prospect themselves in the first exchange. Nothing was missing: what was missing was the rule to use it.

The sentence used now

"*What you describe is not part of what we offer. I can still arrange a conversation if you wish, but I would rather tell you first.*"

What it produced over a trial month

Outcome	Prospects
Kept the meeting, knowingly	**4**
Thanked and rang off	**7**
Total	**11**

> **Seven people ringing off is better than seven journeys.** And the four who keep the meeting know what they are coming for, which makes it useful to both sides.

What is reported to sales management

Element	Form
Needs outside the catalogue, by kind	**As counts**
The most frequent, over 3 months	**11 enquiries on the same subject**
Prospects' names	**Not in the summary**

Eleven enquiries about the same thing are no longer a stray enquiry: it is a missing offer, or one you must decide not to make.

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