

# THE A3 OMNIPRESENCE SCALING ENGINE OVERVIEW DOCUMENT

## INTRODUCTION

The popularity of Appointment Setters is seemingly at an all time high.

And for good reason.

They can help coaches, consultants and agencies to scale hyper-efficiently.

But are Appointment Setters *really* all that good?

The answer is a resounding YES....

But - only if you have prepared the groundwork for them to succeed.

## PREPARATION IS KEY FOR SETTER SUCCESS

A lot of people tell me they'd love an Appointment Setter to generate them 10-15 meetings a week. And of course, I understand the sentiment.

They go on to say that a reliable Setter is the one thing standing between them and scaling success.

However, having an Appointment Setter in your business is not a magic pill which is suddenly going to make your business successful.

Not unless you have adequately prepared for that success.

To achieve success with an Appointment Setter, your business needs 2 things dialled in.

These are non-negotiable.

But once they *are* dialled in, Setters can scale you to (or add) \$50k a month for you in a very short space of time.

On the flip side, if these 2 things are missing or unproven, you are simply not ready for an Appointment Setter and in fact, they will actually be an unwanted expense and a stress.

## WHAT ARE THE 2 PRE-REQUISITES?

### 1. You Need An Efficient & Proven Call Booking System

It doesn't necessarily matter *how* you get your calls booked, as long as your processes and systems work.

For us, we use Facebook, Instagram and LinkedIn. Part organic. Part paid. We're also seeing good success with email.

The point is, trained Setters are amazing at following a specific process to generate leads, qualify prospects and book calls.

As long as that call booking process actually exists, irrespective of the platform, they can follow it and generate meetings.

However, what if you have no call booking system? Or no Standard Operating Procedures (SOPs) in place?

What if you have a call booking process but it's not proven?

Or if it's not generating meetings?!

Clearly, the result will be you'll be unable to provide your Setter with a specific step-by-step process on how they can generate qualified calls.

This means the Setter you hire will be a wasted resource. They'll either be expected to know how to book calls already (they won't) or will be given such vague instructions that their efforts are doomed to fail (most likely scenario).

Either way, you'll get frustrated at the lack of calls, they'll get frustrated at the lack of process and the relationship will fall apart.

But it won't be the Appointment Setter's fault.

When you read that explanation, it seems obvious.

You **MUST** have a solid call booking system in place already **BEFORE** you hire a setter.

Or it'll end in tears all round.

And very few calls.

## **2. You Need An Efficient & Proven Client Enrolment System**

Let's say you have a successful call booking system with beautifully detailed processes and your Appointment Setter is absolutely crushing it.

Your Setter could book you 60 meetings a month... but all the meetings in the world won't matter if you can't successfully and consistently enrol clients.

Again, it's such an obvious statement that the concept is sometimes overlooked.

Enrolment systems are not as sexy as call booking systems.

They're also more difficult to set up.

That's probably why not that many people talk about them.

As the market becomes ever-more sophisticated, to ensure you enrol consistently and successfully, you certainly can't be trotting out the same tired old script that 50 billion other coaches, consultants and agencies use.

Neither should you rely on the call itself to enrol.

From the moment a call is booked, you should aim to take the prospect on a journey, so by the time they actually turn up to the enrolment call, they know you, they know what you stand for - and they understand your offer.

All this equates to them being pre-sold.

By pre-selling, you are making the Enrolment Call far less of a sales call. And that can only be a good thing.

The average coach, consultant or agency doesn't pre-sell. This means that on the enrolment call, they need to build rapport, explain their offer, the offer's benefits and overcome objections - all in a 45 minute call.

Far better (I'm sure you'll agree) to have that rapport already built, your offer and its benefits already understood and objections already dealt with.

This means you can use that 45 minutes to dig deeper into the prospect's pains, demonstrate how your solution helps them specifically, show them 'behind the scenes', the tangibles they will receive, give them a demo, etc.

It's a no-brainer, especially if you don't consider 'selling' one of your strong points.

This pre-selling is the main purpose of our Effortless Enrolment Engine and it's how we and our clients are enrolling at 40%+.



## CONCLUSION

By far the biggest mistake I see is people believing they are ready to hire an Appointment Setter and expecting them to be a magic bullet for their business.

There is no getting around it - you need the aforementioned 2 systems in place first to see success.

But when you have these 2 systems dialed in, one single trained Appointment Setter, armed with a proven process, will get you to (or add) \$50k a month pretty damn quickly.

## APPOINTMENT SETTERS SOUND GREAT. SO WHAT'S THE ISSUE?

As you'll doubtlessly appreciate, we're huge advocates of Appointment Setters. They've enabled us and our clients to scale without needing to be chained to our desks 25 hours a day.

But something we noticed over time (and through several unsuccessful hires) is the quality of setters out there can often be less than stellar. Whether it's individual setters or setters from an agency, this still applies.

Usually they understand some basics of a call booking strategy, but nuances are lost and depth of understanding is limited.

So it falls upon the hirer to train them to an acceptable standard. This all takes time, energy and resources.

With all this said, it's true to say that even the most intelligent, able and talented people are ineffective without proper training - and 99% of the time, Appointment Setter failures are training and process issues.

To counter this, whenever we hire Appointment Setters internally, we first put them through our robust Facebook, LinkedIn, Instagram and Email call booking training before they go out into the battlefield.

We call it the “**A3 Appointment Setter Academy**”.

It worked so well that now, every Appointment Setter we place into our clients’ businesses, we first put them through the A3 Academy so they hit the ground running with minimal ramp-up time.

## **WHAT’S NEXT?**

If you're a coach, consultant or agency with a high-ticket offer - and if booking calls, consistent client enrolment and Appointment Setters are of interest, we can help in the following ways:

### **Option 1:**

#### **THE FULL A3 OMNIPRESENCE SCALING ENGINE + APPOINTMENT SETTER**

(i) We help you build + implement a customized Call Booking System (including offer optimization if needed)

(ii) We help you build + implement your Effortless Enrolment Engine (+ Follow Up System)

(iii) We implement an A3 Academy-trained Appointment Setter into your business & provide you with full Standard Operating Procedures (SOPs) to run the Call Booking System that we create together

### Option 2:

#### **THE 2-TIER CALL BOOKING SYSTEM + APPOINTMENT SETTER**

(i) We help you build + implement a customized Call Booking System (including offer optimization if needed)

(ii) We implement an A3 Academy-trained Appointment Setter into your business & provide you with full Standard Operating Procedures (SOPs) to run the Call Booking System that we create together

### Option 3:

#### **APPOINTMENT SETTER PLACEMENT**

(i) We supply you with an A3 Academy-trained Appointment Setter to run your own existing Call Booking System. (No Standard Operating Procedures provided).

**Note** - all Appointment Setters from Options 1, 2 and 3 come with a lifetime replacement guarantee.

If any of these options are of interest, go ahead and schedule a 10-15 minute initial discussion at the link below and let's figure out which solution is most appropriate for your business:

**[fusionscaling.com/clarity-call](https://fusionscaling.com/clarity-call)**

Best wishes,



David J O'Neill

david@fusionscaling.com