

VMS + SQUARE

APPOINTMENT BASED BUSINESS CHEAT SHEET

(Book the Right Conversations | Not Everyone)

PRIMARY OBJECTIVE

Book a qualified, curious conversation

NOT explain everything

NOT sell the solution

If you feel like you're "selling" → you're doing too much

1. OPENING (ROUTE FAST)

"Quick question so I don't waste your time..."

Are you using Square or something else right now?"

Goal:

→ Identify path immediately

→ Keep it conversational, not polished

2. YOUR ROLE (MENTAL FRAME)

You are:

- Identifying potential inefficiency
- Creating curiosity
- Earning 10 minutes

You are NOT:

- Solving everything
 - Explaining the system
 - Handling deep objections
-

3. CORE ANCHOR (ALWAYS HIT THIS)

“Most businesses like yours run on their schedule.
If the calendar is off, everything feels it.”

Pause. Let it land.

4. LIGHT VALUE (DON'T OVERLOAD)

Pick 1–2 max:

- “Reducing gaps in the day”
- “Cutting down no-shows”
- “Making busy times easier to manage”

That’s it.

No feature dumps.

5. MICRO-DIAGNOSTIC (THIS IS YOUR EDGE)

Ask 1–2 questions max:

- “Do you ever get gaps in your schedule?”
- “How do you handle last-minute cancellations?”
- “How far out are you usually booked?”

Goal:

Get them to *admit friction*

6. POSITION THE CALL (NOT THE PRODUCT)

“Got it. That’s exactly the kind of thing we help look at.

We basically take a quick look at how your setup is structured and show you where things could be tighter or more efficient.”

7. CLOSE (YOUR ONLY JOB)

“Let’s keep it simple.

I’ll have one of our specialists walk through it with you.

Takes about 10 minutes.

Would later this week or early next week be easier?”

8. IF THEY HESITATE

“We’re good”

“Totally fair. This is just a quick comparison so you know for sure.”

“Too busy”

“That’s usually when this matters most. Tight schedules make small issues bigger.”

“Send info”

“Happy to. Quick question so I send the right thing...”

(Then ask 1 question and loop back to booking)

9. DISQUALIFY FAST (IMPORTANT)

Move on if:

- **No appointment structure at all**
- **Clearly tiny / hobby-level**
- **No openness after 2 attempts**

Time > ego

10. SUCCESS METRIC

NOT:

“How many calls went well?”

INSTEAD:

“How many qualified conversations got booked?”