How to schedule your interviews with 100% show up rates

The following priority list should be kept to when possible.

Nearly every time we see a 'no show', this is down to a lack of communication or carry through of excitement post booking. Your relationship starts the moment someone agrees to do the interview, therefore you need to act this way. Here is a simple check list you can use to get almost 100% show up rates:

Disclaimer - There will still be reschedule requirements, this is busy executives we are talking about. A reschedule handled correctly will ensure that there will be a re-book done and zero fall off.

Done correctly, this will ensure 5-6 touch points prior to your interview, getting the unconscious trust process underway, early.

100% Show Up Rules

- ☐ Prospect called/emailed with communications off social media confirming time slots
- ☐ Calendar invitation sent and those times confirmed via email/call
- ☐ Calendar invite confirmed (you can call/email the prospect to confirm)
- ☐ Set up reminders 1 week, 1 day and 1 hour before the meeting (this can be done automatically in your calendar software.
- ☐ Send a version of the confirmation email template.

The more HUMAN and EXCITEMENT you can bring into this stage to carry through the hardest part, which is the booking of the prospect, the better. Show you are organized, show you know what you are doing and offer phenomenal service. In theory, they are a customer of your interview series at this stage, therefore they should be treated like one.

Please now follow the pre-interview checklist for pre-interview focused work on the relationship.