

# What Size Company are Appointment Setting Firms Most Beneficial?

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A common question is: “How can my company benefit from using an outsourced appointment setting company?” The answer is simple: appointment setting companies do what they do best – set appointments. They know how to converse, to break through secretaries and administrative assistants to get to the decision maker – who has the buying power – the one you need to see for an appointment. Appointment setting firms will hand you a “hot” appointment – you will have a meeting with someone who is genuinely interested in what you have to offer.

The next question is: “What size company benefits the most from an appointment setting firm?” Of course, an appointment setting firm is going to tell you all sizes. But – how can all sizes benefit? Isn’t too costly for small companies? Here is how appointment setting can help your company:

**Small Company** – (under 25 sales people) A company this size may have the owners doing the sales or they may have one or two sales people. With limited resources to bring in sales – the company can only grow as far as the resources that it has. Bringing in an appointment setting firm will give the person/people who handle sales appointments – where they will not have to spend time tracking contacts and making the cold calls to get the appointments.

**Mid-Size Company** - (25 – 100 sales people) A company this size typically has a sales team/sales department. The sales team may be well-oiled at bringing in sales – but there may be times when there it becomes stagnant. The sales pipeline may be a little dry – and a boost is needed to fill the pipeline. Outsourcing a good appointment setting firm will enable you to fill your sales pipeline.

**Large Size Company** – (over 100 sales people) A company this large may have regional sales offices throughout the US and abroad. Outsourcing an appointment setting company will help fill the sales pipeline, but you will have the ability to designate which sales territory to fill – and once one pipeline starts to fill, you will be able to switch to another sales territory or even a different product/service. In fact, you can have your outsourced sales team work on filling the pipelines for multiple territories simultaneously. You may also use them to follow-up on trade show leads.

Outsourcing your appointment setting will benefit your company, no matter the size. Choosing a quality firm for outside sales assistance will enhance your company’s sales and fill your sales pipeline with sales prospects that are interested in what you have to offer.