



999tom.com Limited

Definition of an Appointment

- **Appointments should be created from a base of no prior interest on the part of the customer i.e. Crafted from nothing for example –**

Referral, repeat owner, service/body convert, bird dog, data-base, bought lists, friends and family, Manufacturer employee groups, “We want to buy your car” farming, data capture such as supermarkets B&Q etc, Suppliers.

Further, creative appointments can be considered by for example; picking a product e.g. a small Van and mailshotting 5 florists or local printers and follow-up with a phone call 3 days later – 5 a day, every day. Ringing Classified advertisers of cars for sale, looking to our own employees for referrals, Bird Dog say Hairdressers.

Use begging letters and Charity requests to turn around the appeal to a referral incentive of say £100 for every lead they send you therefore “50 leads sold gets you the £5000 you need for the Church Roof Vicar”. Etc.

If you're not active in all of the above in one way or another – you're not trying !

- Therefore, incoming sales enquiries and normal OTDB follow-up don't count.
- Because there is money changing hands for performance – any misrepresentation of individual or team appointment performance would amount to fraud.