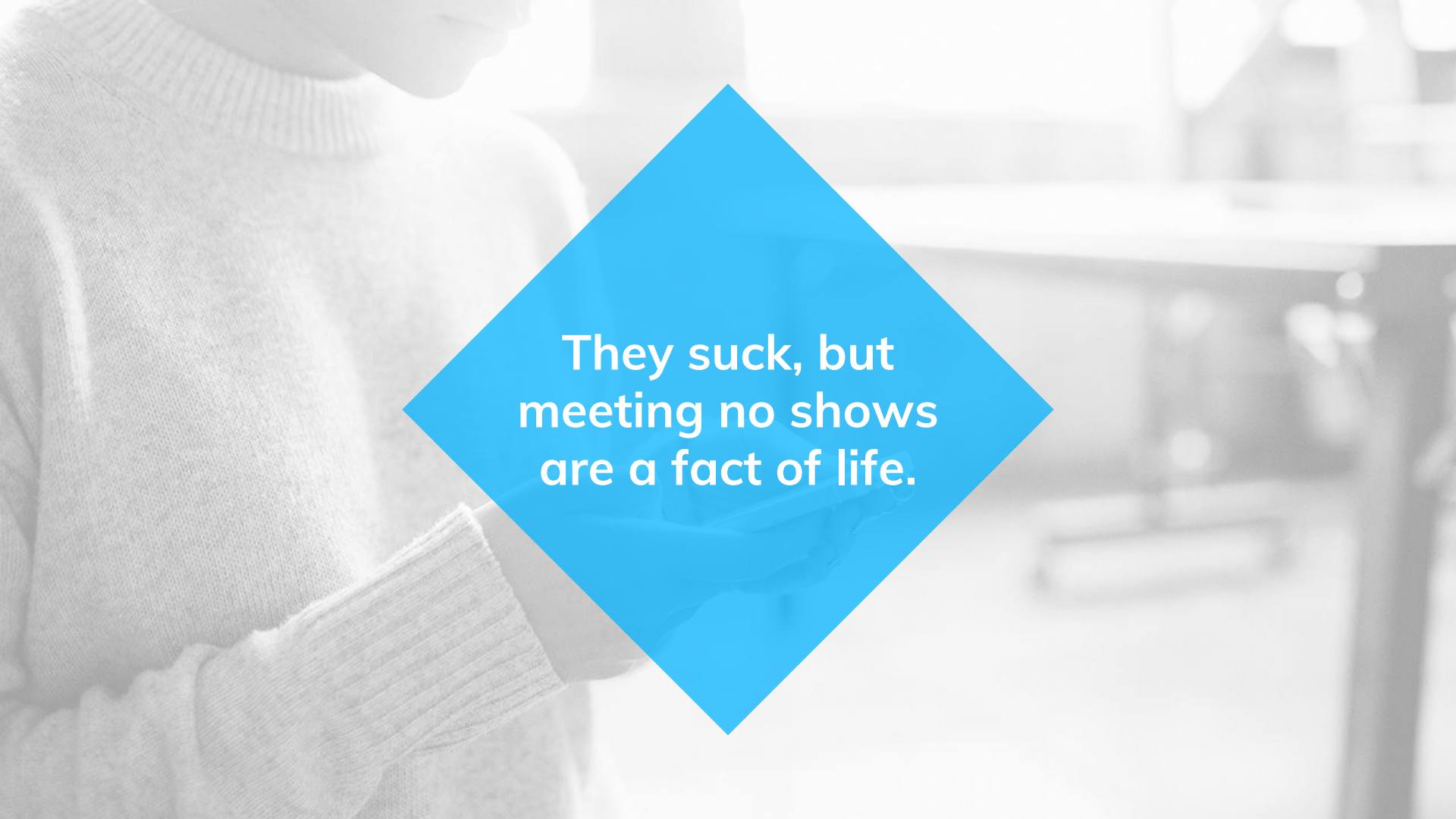




How to Handle Meeting No Shows



A person wearing a grey ribbed sweater is holding a large, bright blue diamond-shaped sign. The sign has white text on it. The background is a blurred indoor setting with a table and chairs.

They suck, but
meeting no shows
are a fact of life.

A top-down view of a wooden desk. In the center is a spiral-bound notebook with two blank white pages. A silver pen lies on the bottom right page. To the top right is a paint palette with several wells of paint. To the top left is a small bowl containing fruit. In the bottom left corner, a white headset is visible. A solid blue horizontal band is superimposed over the middle of the notebook, containing the text.

Put yourself in your prospects shoes



What not to do:

- Don't get angry
 - This never helps. Nobody will buy from someone who gets angry at a no show
- Don't take it personally
 - Their world doesn't revolve around you
- Don't immediately go around them
 - Nobody likes a tattler



What you should do:

- Assume positive intent
 - They probably just forgot to tell you that they needed to reschedule. They are busy, remember.
- Send a quick reminder email after 5 minutes
- Send a quick email asking to reschedule after 10 minutes



Quick reschedule email template:

Hi John,

I waited on the Google Hangout in the calendar invite for about 10 minutes, but it looks like you got pulled into something else.

That happens, so no problem, but I would love to reschedule for a time that works better for you. How does tomorrow at 3pm or 4pm work for you? Or if those don't work, please suggest another time that does.

Talk soon,

Elliot



If they don't get back to you...

- Be persistent and keep reaching out
 - They scheduled time on your calendar, so you at least deserve an answer
 - Your time is valuable too, but don't be rude
- Go around them (to their boss)
- If you still can't reach them, send them a breakup email