* [Demo Dashboard](http://dashboard.manageyourleads.com/)
* [How Leads are   
  Qualified](http://www.manageyourleads.com/how-leads-are-qualified/)
* [What Makes Us Different](http://www.manageyourleads.com/what-makes-us-different/)
* [Appointment   
  Setting Programs](http://www.manageyourleads.com/appointment-setting-programs/)
* [FAQS](http://www.manageyourleads.com/faq/)
* [Client Login](http://dashboard.manageyourleads.com/)

**Appointment Setting**

Strategic Sales and Marketing (SSM) was founded in 1989, and has become a widely-respected thought leader in the lead generation industry. One of our core areas of expertise is appointment setting services. We create customized solutions for our clients to enhance their existing B2B lead generation efforts, driving increased conversion rates and helping close more deals.

Thousands of clients have chosen SSM for their B2B appointment setting services efforts because:

* **Focused on** [**B2B lead generation**](http://www.manageyourleads.com/services/lead-generation/) **and appointment setting:** Our Major Account sales appointment setting services are targeted to clients whose primary focus is selling “complex” B2B products and/or services. These types of sales are usually “non commodity” items that typically involve:
  + Decision makers at the Owner, Director, VP or C level of contact.
  + A “solution sell process” with business leads where the prospects have a specific problem that needs to be solved.
  + Multiple sales calls over a period of time prior to closing.
  + Asking the prospect to make a large purchase.
* **Unmatched experience in appointment setting and lead generation:** Since our founding in 1989, we have completed over 50 million new business sales presentations to high level decision makers and generated over 7 million sales leads. Our state-of-the art appointment setting processes and dedicated appointment setters have helped create millions of dollars in new sales revenue for our clients.
* **Targeted B2B appointment setting efforts in hundreds of categories:** We deliver customized appointment setting services and targeted lead generation for companies of various sizes, product categories and marketing objectives.
* **We speak the language of selling:** Our roots are in the B2B lead generation and sales management industry, and that means our lead generation and appointment setting services are developed “by” sales people “for” sales people. This means we understand the language of selling and have the know-how to craft your message and then professionally deliver it to your audience, turning business leads into highly qualified prospects, leading to better conversion rates and bigger sales results.

Clients hire us for focused, efficient, thorough, detail-oriented B2B lead generation services that create stronger connections between sales people and qualified business leads. The Strategic Sales and Marketing team is staffed with experienced, business-savvy, battle-tested professional appointment setters and sales agents. Our sole focus is exceeding the expectations of our clients. We are constantly thinking and planning and strategizing about how to harness the power of our appointment setting company to generate bigger, faster sales results.

**The Strategic Sales and Marketing appointment setting advantage:**

* 23 years of B2B lead generation and marketing management experience.
* An extensive staff of diverse, highly experienced appointment setters with specific expertise in our clients’ product categories.
* Proprietary process for complex B2B lead generation.
* See the results of your campaign with Web-based self service reporting, giving clients 24/7 real time visibility of each program.
* Customized program design to listen to each client’s needs and meet each client’s unique objectives.
* Best-in-class, time-tested appointment setting scripts and messaging to achieve the best results in [B2B telemarketing](http://www.manageyourleads.com/telemarketing-lead-generation/).

All of these advantages make us one of the premier appointment setting companies!

**Articles related to appointment setting from our blog:**

[**Top 5 Appointment Setting Closers**](http://www.manageyourleads.com/2012/03/top-5-appointment-setting-closers/)

[**Appointment Setting: How do deal with “No Show” Sales Leads**](http://www.manageyourleads.com/2011/12/appointment-setting-how-to-deal-with-%E2%80%9Cno-show%E2%80%9D-sales-leads/)

Take a test Drive



*The SSM test drive program is an easy "no hassle" way to get your sales lead generation program into high gear.*   
  
A test drive is a great way to sample the effectiveness of our lead generation programs. [And it's free!](http://www.manageyourleads.com/test-drive/)

[**Take a Test Drive**](http://www.manageyourleads.com/test-drive/)

**Questions   [http://www.manageyourleads.com/wp-content/themes/default_new/images/ques.png](http://www.manageyourleads.com/test-drive-faq/)**

1-800-571-5323

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The Strategic Sales & Marketing blog covers all areas of B2B lead generation, major account selling techniques, direct marketing, email marketing, sales strategies and social media. Join 20,000 others and subscribe now!

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