

• AGENCY GROWTH • HIRING THE PHONES

The Appointment Setter **Playbook**

Hire one appointment setter for **\$5 to \$8 an hour**, hand them this exact system, and turn 200 cold dials into 8 to 10 booked sales calls a month, all without you ever touching the phone again. The job post, interview, scripts, comp, KPIs, and a 2-week onboarding plan, all done for you.

The comp table (real \$ ranges)

Where to find them, ranked

The copy-paste job post

The 6-question interview

DM + cold-call scripts

The daily KPI dashboard

The 2-week onboarding plan

WHY YOUR PIPELINE DIES

You close two clients, go heads-down on delivery, and three months later you're scrambling again.

You are the only one who sells. The second you get busy, prospecting stops, and feast turns to famine on a loop. A setter breaks the loop. The first question is always: what do I pay them?

THE ESCAPE, IN ONE LINE

One setter on the phones, working a real script, turns ~200 dials a month into 8 to 10 booked sales calls while you deliver. Pipeline fills on a month you never touched the phone.

The cheapest fix for feast-or-famine is one person who only prospects.

Pay them in three layers so they get paid for outcomes, not just hours. A low base keeps them showing up. A per-show bonus pays for calls that actually happen. A per-close kicker aligns them with your money. Here are the real ranges.

COMP LAYER	OFFSHORE (PH / LATAM)	US-BASED	WHAT IT PAYS FOR
Hourly base	\$5 - \$8/hr	\$18 - \$22/hr	Shows up, dials, follows the cadence
Per qualified show	\$25 - \$50 per call that actually happens		A booked call that ghosts pays nothing
Per closed deal	\$200 - \$500 kicker on a signed client		Ties their pay to your revenue

WORKED EXAMPLE · ONE OFFSHORE SETTER, ONE MONTH

Base · ~150 hrs at \$8/hr	\$1,200
Shows · 20 qualified shows x \$35	\$700
Closes · 4 new clients x \$300	\$1,200
All-in for a setter producing real pipeline	
\$3,100/mo	

If those 4 closes are \$4,000/month retainers, that is **\$16,000 in new MRR for a \$3,100 spend**, mostly variable and paid only when calls show.

SOURCING, RANKED

You hired one off Upwork, they booked three calls, two ghosted, and you **gave up**.

The problem wasn't the platform. It was no filter and no test. Here is where to look, in order, and the exact screen that kills 80% of bad applicants before you waste a call.

1

OnlineJobs.ph & VirtualStaff.ph CHEAPEST

The deepest pool of trained offshore setters at **\$5 to \$8/hr**. Filipino setters are used to high-ticket Western sales work and English-first calls. This is where most of your applicants should come from.

Filter for: "high-ticket," "cold calling," "appointment setting" in the role history. Require **2 references** and a **recorded voice sample** before any interview.

2

Upwork TEST FAST

Post a job and you get proposals inside **24 hours**. Best for speed and for trialling someone on a paid 2-week test before you commit monthly. Look at LatAm setters too if you want timezone overlap with US clients.

Filter for: 90%+ job success score, at least one **appointment-setting or SDR contract** with hours logged, and a profile video. Skip anyone who only lists "virtual assistant."

3

Warm referrals from other agency owners HIGHEST SIGNAL

The best setters are already working for an agency that is winding down or a friend who is over-staffed. Ask in your masterminds and communities: **"Anyone have a proven setter with capacity?"** A referred setter comes pre-vetted on the one thing that matters: did they actually book calls that closed.

**THE ONE FILTER THAT SAVES YOU**

The offshore people who sound great in chat and terrible on a live call are the #1 trap. **Never hire off text alone.** Require a recorded voice sample reading your script cold before you spend a minute interviewing. Tone, pace, and how they handle a hard word tell you more than any resume.

THE JOB POST

A vague post pulls 50 vague applicants. A sharp one self-filters.

Paste this, fill the four blanks, and post it on OnlineJobs.ph and Upwork tonight. The last line does 80% of your screening for you.

TITLE & OPENING

Title: Appointment Setter for [your niche] Agency - Cold Calling & DMs (Base + Commission)

Opening line: "We are a [niche] agency booking sales calls with [ideal client]. We need one setter to dial and DM prospects, book qualified calls, and confirm they show. Base pay plus a bonus for every call that shows and every deal that closes."

THE 5 RESPONSIBILITIES

- ✓ Make **70 to 80 outbound dials a day** from a provided list
- ✓ Send **20 to 30 personalized DMs a day** on IG and LinkedIn
- ✓ Run our script, qualify the lead, and **book the call into our calendar**
- ✓ Run the **confirm-and-remind sequence** so booked calls actually show
- ✓ Log every dial and outcome in the daily KPI tracker

**THE SCREENING LINE THAT KILLS 80% OF BAD APPLICANTS**

End the post with this, word for word: **"To apply, record a 60-second Loom reading the script below out loud, cold. Applications without a Loom are deleted unread."** The ones who can't be bothered to record 60 seconds will never make 80 dials a day. You just removed them for free.

THE INTERVIEW

A nice chat tells you nothing. Make them **do the job** on the call.

Six questions, 20 minutes. You are testing one thing above all: can they take a "no" to the face and keep dialing. Here is what a good answer sounds like.

1 "Walk me through the last cold call you made that went badly. What did you do next?"

LISTEN FOR: They moved straight to the next dial. **Red flag:** they took it personally or stopped for the day. Rejection-resilience is the whole job.

2 "Right now, I'm the prospect. I just said 'not interested.' Go." (Live role-play.)

LISTEN FOR: They agree first, then ask one more question. **Red flag:** they argue, freeze, or apologize and hang up. This single test predicts performance better than the whole resume.

3 "How many dials a day have you done before, and how many booked calls did that produce?"

LISTEN FOR: Real numbers they own. **Good:** "70 to 90 dials, around 2 to 3 booked a day." **Red flag:** vague answers or numbers that sound impossible.

4 "A prospect says 'just send me an email.' What do you say?"

LISTEN FOR: They trade the email for a question instead of caving. **Red flag:** "Okay, what's your email?" They just let the lead die, on a test.

5 "How do you stay sharp on dial 60 when the first 59 were rejections?"

LISTEN FOR: A real ritual: targets, tally sheet, breaks. **Red flag:** "I just push through," with nothing behind it.

6 "You'll be paid partly per call that shows. Why is that fair to you?"

LISTEN FOR: They like it. The good ones **want** performance pay because they know they'll earn more. Hesitation here means they don't trust their own booking.

THE OPENERS

You gave your last setter a script and they sounded like a **robot**.

A bad script reads like a pitch. A good one buys eight seconds of attention, then a question. Hand them these word for word.

COLD CALL THE OPENER

"Hey [name], you weren't expecting my call. **Can I have 30 seconds**, then you decide if it's worth continuing?" *(then go quiet)*

Why it works: It names the cold call before the prospect does and hands them control. Gong's study of 90,380 calls found that stating "the reason for my call is..." lifts booking **2.1x**, and openers that disarm beat openers that pitch. The pause does the work. Most people say "go ahead."

**TRAIN THEM TO NEVER OPEN WITH THIS**

"Did I catch you at a bad time?" It feels polite. In Gong's data it was the **worst opener at 0.9%**, about 40% below baseline. It hands the prospect the exit before your setter says why they called.

DM THE IG / LINKEDIN OPENER

"Hey [name], saw [specific post / their offer]. **Quick q, not a pitch**. Are you guys still taking on new [clients / patients] this quarter?"

Why it works: No link, no pitch, one real detail, one easy question. Personalized DMs reply at roughly **32% versus 18% generic**, so every opener must reference one true thing. "Not a pitch" lowers the guard. The question is about *their* capacity, which feels like a buyer, not a seller.

**THE RULE UNDER BOTH OPENERS**

The opener's only job is to earn the next sentence, never to sell. **One detail, one question, then silence**. Drill your setter until they can deliver it without sounding like they're reading. The words matter less than the calm.

QUALIFY, BOOK, HANDLE THE BRUSH-OFF

Booking a call is easy. Booking the **right** one that shows is the job.

QUALIFY 3 QUESTIONS BEFORE ANY BOOKING

1. "Are you the one who'd make the call on something like this?"
2. "If we showed you a way to get **[outcome]**, is that a priority this quarter or just curiosity?"
3. "Roughly what are you working with for marketing right now?"

Why it works: These split a real prospect from a tire-kicker before they take your time on a call. Decision-maker, urgency, budget signal. A "curiosity" answer gets nurtured, not booked.

BOOK THE CLOSE

"Easiest thing is a quick 15 minutes with **[owner]** to walk you through it. I've got **Thursday at 2** or **Friday at 10** - which is easier?"

Why it works: Two specific times beat "when works for you?" The setter sends the calendar invite while still on the call, then triggers the confirm sequence on page 9 so it actually shows.

THE TWO BRUSH-OFFS EVERY SETTER HITS

1 They say: **"Just send me some info."**

THEY SAY "Happy to. So I send the right thing and not a generic deck, are you the person who'd own this if it made sense, or is that someone else?"

Why it works: "Send info" is the polite kill. The setter agrees, then trades the email for one piece of intel: the decision-maker. Either it confirms the right person or surfaces a name to call next.

2 They say: **"Not interested."**

THEY SAY "Totally fair, most people aren't until they see exactly what it is. Give me 20 seconds, and if it's not for you, hang up and I never call again?"

Why it works: "Not interested" is a reflex fired before they heard anything. The setter agrees first, then asks for one tiny, time-boxed exception with a clean off-ramp. Agreeing removes the thing they braced to argue against.

THE DAILY KPI DASHBOARD

Your calendar looks full, but half the calls ghost and the rest **can't afford you.**

A booked call is a vanity number. Track the four that predict revenue, every day.

Dials per day 70 - 80

The activity floor. Below this, nothing downstream works. This is the only input number, and it's the one you check first.

Connect rate 8 - 17%

Of dials that reach a live person. On clean direct-dial lists this climbs toward 16%+ (Cognism). A low number usually means bad data, not a bad setter.

Conversation to booked 5%+

Of real conversations that turn into a booked call. This is where the **script** shows up. Below 3% means drill the openers and objections.

Qualified booked calls The one

Calls that are the right buyer **and** actually show. This is the only number that pays your rent. Everything above exists to drive this.

Here is the benchmark to manage against. The average setter needs roughly **40 dials per booked meeting**. A top setter hits one per **15 to 20**. So an 80-dial day should produce 2 to 4 booked calls. Score the week, never the hour.

DAILY NUMBER	STRUGGLING	ON TRACK	TOP SETTER
Dials	under 50	70 - 80	80 - 100
Booked calls / day	0 - 1	2 - 3	4 - 5
Dials per booked call	60+	~40	15 - 20
Show rate on booked	under 50%	60 - 70%	75%+

Benchmarks: SalesHive and Cognism cold-calling data (connect and set rates, ~40 dials per meeting average); show-rate ranges reflect typical B2B cold-booked calls. Shown as ranges. Results depend on list quality, niche, and reps.

SPEED, FOLLOW-UP & THE NO-SHOW SOP

Booking a call that ghosts is **worthless**. Two habits fix it.

Most setters quit a lead after one or two tries and let booked calls drift to the day-of. Both leak revenue. Here are the rules to install on day one.

**THE 5-MINUTE SPEED-TO-LEAD RULE**

Any inbound reply or fresh lead gets a call or DM **within 5 minutes**. A lead contacted in 5 minutes is up to **21x more likely to qualify** than one contacted after 30 (MIT / Lead Response study). Your setter keeps a tab open. New lead in, they stop and dial. Speed is the cheapest edge you have.

Then they work the **5-touch cadence**. Most quit after one or two attempts, but the bulk of booked calls come from touches 5 through 12. Persistence is the job, not an extra.

Touch 1 **Call + DM, within 5 min of any signal**

DAY 0

Lead opener on the phone. If no answer, the DM opener. **No voicemail yet.**

Touch 2 **Second dial, different time of day**

DAY 2

Now leave a **20-second voicemail** naming a specific reason. The name is already familiar on the screen.

Touch 3 **DM with one proof point**

DAY 4

"We just helped **[comparable client]** go from X to Y. Worth a quick look?" Value, not "just checking in."

Touch 4 **Call in the 4 to 5pm window**

DAY 7

Gatekeepers are gone and owners answer their own phones. **Most booked calls come from this window.**

Touch 5 **The breakup message**

DAY 11

"Should I close your file?" The permission-to-stop nudge pulls replies because it triggers loss aversion.

THE NO-SHOW SOP · RUN ON EVERY BOOKED CALL

At booking: send the calendar invite live, on the call. **T-24 hours:** a short personal message: "Looking forward to **[day]**, anything specific you want **[owner]** to cover?" **T-1 hour:** a one-line SMS or DM reminder. A simple confirm-and-remind stack moves show rates from the ~56% range toward 70%+. The setter owns this for every call they book.

ONBOARDING, DAY BY DAY

You threw your last hire in with no plan and were **shocked** they failed.

A setter is producing booked calls inside 14 days if you ramp them right. Week 1 is offer, script, and supervised reps. Never let them dial solo before Day 5.

DAYS 1 - 2**Offer & ICP**

- Who we are, what we sell, the **dream outcome** we deliver
- The exact ideal client and the 3 we will **not** book
- Record them explaining the offer back in their own words

DAYS 3 - 4**Script memorization + role-play**

- Drill the opener until it sounds **calm, not read**
- Live role-play: you play 5 objections, they respond
- Record and review one full mock call together

DAY 5**Shadow you live**

- They listen to you make **10 real dials**
- They mark where the script bends in real conversation
- Debrief: what they'll do differently on their turn

DAYS 6 - 7**First 50 supervised dials**

- They dial, you listen in or review recordings same-day
- Fix one thing per call, never ten
- Goal isn't bookings yet, just **clean reps**

**THE WEEK 1 RULE**

Do not measure bookings in Week 1. Measure **reps and adherence**. A setter who runs the script clean on 50 supervised dials will book in Week 2. One who skips the reps to "just start dialing" is the one who ghosts you by Day 21. Slow is smooth, smooth is booked calls.

DAY 14 DECISION

Week 2 is solo dialing with a **scorecard**. Day 14 you keep them or you don't.

Daily call reviews all week, then a clear go/no-go on Day 14. No more "I'll give it another month" while you bleed base pay. Score it against the floors below.

THE DAY-14 GO / NO-GO SCORECARD				
CHECKPOINT	FLOOR TO PASS		THEIR NUMBER	GO?
Dials per day (avg)	70+			
Booked calls in Week 2	5+			
Show rate on their bookings	60%+			
Script adherence (your call)	Strong			
Coachability (takes feedback)	Yes			

THEIR BEST OPENER LINE SO FAR

The one that kept prospects on past 8 seconds.

THE OBJECTION THEY FUMBLE MOST

Drill this one daily until it's automatic.

DAY-14 DECISION

Hit the floors? Keep them and raise the dial target. Miss on coachability or adherence? Cut now, not in a month.

Two things are non-negotiable: **adherence and coachability**. A setter who runs your script and takes feedback will hit the numbers with reps. One who won't take feedback never will, no matter how good the first week looked.

• YOUR NEXT MOVE

You can hire and train the setter yourself. Or we can **build the machine with you.**

This playbook is the system on paper. AgencyGod is the system done **with** you: we build your list, sharpen these scripts to your niche, install the KPI dashboard, and stand up the whole client-acquisition machine so the calendar fills whether you feel like prospecting or not. It's backed by the \$10,000 guarantee. **You either get the result or you get paid.**

Every feast-or-famine month is another stretch of you being the only one who sells. We onboard only a handful of agencies a month so we can actually deliver, and **every spot carries the guarantee.** Read this, run it, then come map your machine with us.

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Results mentioned are real client outcomes and are not typical. Individual results vary with effort, market, and execution. The \$10,000 guarantee is real and subject to the program's written enrollment agreement terms.