

# Calendly

TOP TIP   
**TUESDAY!**

**Wouldn't it be great, if we had more control as to when our leads and prospects could speak to us and for how long.**

Because, as business owners, we have to make sure we have enough time during the week to, not just run the business, but to also manage our customers - as well as make some sales!

Well, there's a tool that's becoming more and more popular (and you may have heard of it), that helps you schedule meetings, appointments and prospecting calls, eliminating the hassle of back-and-forth emails so you can get back to work – and it's easier than you think to get working in your business.

## It's called Calendly

It essentially allows people to book slots for a call, meeting or appointment and it automatically falls directly into your diary.

You can create "rules" - meaning you set your availability preferences as to when you can take meetings and appointments.

You will get given a link that you can embed onto your website or send in your email or social media channels.

Your customers then pick a time and the event is added to your calendar.

It really smooths out the customer journey and experience and increases the chance of prospects doing further business with you.

What's even better – it's very easy to set up AND you get a 14-day free trial to see how effective it is.

So why not give it a go – <https://calendly.com>

**If in doubt...  
...get the  
CALCULATOR out**



Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

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