

What To Do With No-Shows

No-shows are normal — and if you act fast, you can get a lot of them back.

Here's a quick 3-step process to follow if a lead doesn't show up to their scheduled call.

1. Wait 5 Minutes, Then Call

Use your cell phone to call the lead directly.

If they answer, say:

“Hey [Name], we had a meeting scheduled for now — can you join the Zoom, or would you prefer to just have a quick phone call instead?”

2. If No Answer, Send a Text

Send them a friendly reminder via SMS:

“Hey [Name], we had a meeting scheduled for now. Can you join the Zoom or would you prefer to just have a phone call?”

3. If Still No Response

Cancel the meeting and go directly to the lead sheet to tag the lead as a ‘No-Show’.

This notifies us, so we can follow up immediately to try to re-engage the lead.

We'll Take It From here

We'll continue to follow up with the lead over email. What you can do, to increase the chances of re-engaging the lead, is to follow up manually over phone, text and LinkedIn.

If you are successful in re-engaging the lead, **let us know asap**, so we can stop our follow ups.

The Most Important Thing

Don't get frustrated or take it personally.

A lot of leads are still figuring out who you are, or they simply forgot. No-shows happen — even with solid messaging and great offers.

The key is to have a simple, consistent follow-up process and keep showing up. It's a numbers game, and your consistency will pay off.