

Appointment Setter / Lead Response Specialist

Read until the end to learn how to apply

Job Title

Appointment Setter / Lead Response Specialist

Compensation

Base Pay: 1000\$

Bonus: 5\$ per booked and attended appointment by the lead

Location & Schedule

Location: Remote

Timezone: Eastern Time (ET)

Your Schedule: 11 am to 7 pm EST

Note: Schedule may be adjusted by a few hours based on our needs.

About Us

We are a marketing agency that helps service-based businesses generate qualified leads and turn them into booked appointments.

Our agency is responsible for running the ads, generating the leads, setting up the CRM, and creating the follow-up system.

Your role is to help our clients turn those leads into real appointments by responding quickly, calling leads, following the script, handling basic objections, and booking appointments directly into the client's calendar.

You will be assigned to one or more companies we work with, depending on the client's needs and your performance.

About the Role

We are looking for a reliable, fast, and well-spoken Appointment Setter who can call new leads, answer inbound calls, follow up with prospects, and book appointments for the business you are assigned to.

This is a phone-heavy role, so communication style, tone, and voice quality matter a lot. We are looking for someone who sounds warm, calm, friendly, professional, and trustworthy on the phone. (female preferred). The goal is to make leads feel comfortable, not pressured.

This role is not just about making calls. The main goal is to make sure every lead is contacted within 60 seconds during your working hours, properly followed up with, and moved toward a booked appointment.

You will be working inside the CRM, following our scripts and processes, and updating lead statuses so the team always knows what is happening with each prospect.

Responsibilities

- Call every new lead within 60 seconds during your working hours
- Answer inbound calls from new and existing leads
- Send follow-up texts when leads do not answer
- Follow the provided call script and objection-handling process
- Qualify leads based on the client's criteria
- Book appointments directly into the client's calendar
- Confirm appointments with prospects
- Follow up with leads after appointments if needed
- Re-engage leads who did not answer, canceled, no-showed, or said "not now"
- Keep the CRM updated with accurate notes, statuses, and outcomes
- Log calls, messages, and appointment results properly
- Communicate with the team when a lead needs extra attention

Key Performance Indicators

The most important performance indicators for this role are:

- Speed-to-Lead: 60 seconds during working hours
- Booking Rate: [TO BE DETERMINED BASED ON CLIENT / CAMPAIGN]
- CRM Accuracy: All calls, messages, notes, and lead statuses must be updated properly
- Follow-Up Completion: Leads must be followed up with according to the assigned process

Requirements

- Strong spoken and written English
- **No accent or minimal accent**
- Previous experience in appointment setting, sales, call center, or customer service preferred
- Comfortable making outbound calls and receiving inbound calls
- Able to follow scripts without sounding robotic
- Organized, reliable, and detail-oriented
- Comfortable using CRM systems
- Good internet connection. Speed test results will be requested during the hiring process
- Laptop or desktop computer
- Headset or professional calling setup
- Quiet work environment

Nice to Have

- Experience with GoHighLevel
- Experience working with service-based businesses
- Experience booking appointments for home services, medical, dental, beauty, fitness, or local businesses
- Experience handling objections over the phone
- Experience with performance-based bonuses

How to Apply

To apply for this position, please complete the application survey using the link below, or just

Please fill out the survey carefully and make sure all information is accurate, especially your email address, because this is how we will contact selected candidates.

After you submit the survey, we will review your application and contact you if we think there may be a good fit.