Expectation Deck

1. **Support Structure (CSM First)**

Your primary point of contact is your dedicated Customer Success Manager (CSM). They are here to guide you, answer questions, and help you move forward quickly.

For general questions, use the Sky Scaling Community. Most answers already live there or will be addressed there.

2. **Clear Communication = Better Results**

If something feels off, speak up early. Whether it's lead quality, booking issues, confidence on calls, or closing challenges, we can only fix what we know about. Silence slows progress. Communication accelerates it.

3. **Problem Solving as a Team**

Talk to us about any issues you are experiencing. If you do not communicate them, we cannot fix them. Whether it involves calling leads, booking appointments, or closing deals, open communication is the only way we improve results together.

4. **Immediate Lead Outreach**

Speed matters. Call new leads as fast as possible, ideally within seconds and no later than five minutes (if possible).

Always call from your personal number, never from the CRM or Lead Connector, as those often show up as spam.

For leads without appointments, guide them to book using the scripts provided in the Resources tab.

For booked appointments, call 24 hours in advance to confirm and reinforce value.

Best call windows are 8–9 AM and 4–5 PM.

5. Relentless Follow Up

Most bookings happen after multiple touches. If a lead hasn't responded, keep following up until contact is made. Consistent follow up is one of the biggest drivers of success in this program.

6. Professional Zoom Presence

Every Zoom call is a first impression. Dress professionally, use a clean background, proper lighting, and a clear camera. Trust is built in the first few seconds.

7. Share Your Wins:

Post your wins inside the Sky Scaling Community. Big or small, momentum compounds and your success helps motivate the entire group.

8. Track Your Progress:

Use the CRM and your Tracking Template to track all data such as calls, follow ups, appointments booked, appointments held, and outcomes. Clear data enables us to improve performance faster.

9. Riding the Rollercoaster:

Expect ups and downs. If you feel discouraged or stuck, reach out right away. This program works best when you communicate early, allowing us to navigate challenges together.