

TUE 10:00

Buyer joined

HELD

TUE 14:30

Nobody joined

NO-SHOW · STILL INVOICED

B2B APPOINTMENT SETTING · THE REAL COST

**Booked is not
held.**

What are you actually paying for?

THREE WAYS TO PAY

Same service. **Very different** bills.

Pay per appointment
per meeting set

\$25-\$500

Monthly retainer
basic to comprehensive

\$2K-\$10K

Pay per qualified lead
simple to high-ticket

\$50-\$1,000+

Vendor price lists. Even inside one source the ranges overlap and conflict. **Treat them as a starting point for questions, not a quote.**

Source: Belkins (vendor; "general estimates"; ranges vary within the page).

ONE VENDOR'S PRICE LIST

A guarantee is a floor. **Do the division.**

STARTER

\$5,250

per month

4+ appts
guaranteed

≈\$1,313

per guaranteed meeting

STANDARD

\$7,250

per month

8+ appts
guaranteed

≈\$906

per guaranteed meeting

ADVANCED

\$9,250

per month

12+ appts
guaranteed

≈\$771

per guaranteed meeting

READ IT LIKE THIS

The price per meeting falls as volume rises. But a booked meeting is not a held one. Ask what the guarantee counts.

Source: Abstrakt Marketing Group package prices (vendor). Per-meeting figures are ARS division at the guaranteed minimum.

THE IN-HOUSE OPTION

One SDR is not **just** a salary.

\$99,500+

per year for a single SDR, **before turnover** or support roles.

≈ \$8,300 a month (ARS division).

SALARY

BENEFITS

TRAINING

RECRUITING

TECHNOLOGY

RAMP TIME

DO THIS

Compare cost per held meeting, not cost per head. Check the figure against your own payroll.

Source: Abstrakt Marketing Group (vendor; no source given for the \$99,500 figure).

WHY MEETINGS COST SO MUCH

About 370 dials for **one** meeting.

370 dials**~37** reach a live person (9.9%)**~21** turn into conversations (58%)**~1** booked meeting (4.6%)

Cold calling, 2025, across 175,000+ dials. Cold calling is only one channel, and rates swing by month and by vertical.

SO WHAT

Every booked meeting carries hundreds of dials of labour. That is what you pay for. Make sure it also shows up.

Source: Belkins cold calling benchmarks 2025 (vendor). Funnel counts are ARS arithmetic on the published rates.

THE HIDDEN LEAK

How many booked meetings **never happen?**

One-click booking at form fill



Referral or partner intro



Cold email, SDR-booked



Cold call, SDR-booked



Outsourced agency



Estimated no-show rates by how the meeting was booked. **These are one publisher's approximations, not measured data.** Use them to ask questions.

Source: Focus Digital (estimates normalised from ten published sources).

SAVE THIS SLIDE

Price the meeting that actually happens.

COST PER HELD MEETING

Cost per booked meeting $\div$ (1 – no-show rate)

Illustrative example

$$\text{\$500} \div 0.6 = \text{\$833}$$

A \$500 booked meeting with a 40% no-show rate really costs \$833 per meeting held.

Use your own price and your own no-show rate.

Formula and example: ARS. The \$500 and 40% are illustrative, not benchmarks.

BEFORE YOU SIGN

5 questions. **Ask all five.**

- 1** Do you bill on booked or held meetings?
- 2** Who defines “qualified”, and is it written down?
- 3** What happens when a meeting is a no-show?
- 4** Can I hear the calls and read the emails?
- 5** Who owns the data, and where is the consent?

The full list of 10, with what a good answer sounds like, is in the guide.

ARS checklist. Not an industry standard.

arsb2bsocialbridge.com

SWIPE →



GET THE FULL GUIDE

Pay for the meeting **that happens.**

[arsb2bsocialbridge.com
/b2b-appointment-setting](https://arsb2bsocialbridge.com/b2b-appointment-setting)



What does your vendor bill for: booked or held? Tell us below.

Disclosure: ARS B2B Social Bridge sells B2B lead generation services. Figures come mostly from vendor sources, so read them as directional.