

# INSTALL YOUR NO-SHOW PREVENTION SYSTEM

NO-SHOWS DISAPPEAR WHEN COMMITMENT IS ENGINEERED, NOT HOPED FOR.

NO-SHOW PREVENTION SYSTEM

## HOW TO USE THIS WORKSHEET

At this point, you know the truth: No-shows aren't bad luck. They're not disrespect. They're not the market. They're the predictable outcome of weak framing, loose expectations, and inconsistent pre-call follow-up.

Today you're installing a **simple, repeatable no-show prevention system** you can run every week without thinking. This is not about more reminders. This is about **manufacturing commitment**.

## THE WORKSHEET:

### 1. Define your call's non-negotiable purpose

Every call must stand for ONE thing. Fill this in:

"This call exists to \_\_\_\_\_."

Examples:

- identify the real bottleneck
- decide the next step
- build a clear plan
- determine fit

Your purpose: \_\_\_\_\_

If this isn't clear, nothing else works.

### 2. Choose your call positioning

How will this call be framed going forward?

- ☐ High-value working session
- ☐ Decision-making call
- ☐ Diagnostic call
- ☐ Strategy session
- ☐ Qualification call

Your choice: \_\_\_\_\_

Your language determines seriousness.

### 3. Define your commitment rules

Pick what will be true for every call.

- Calls are rescheduled, not skipped
- Late arrivals shorten the call
- No-shows require re-qualification
- Prep is required
- Confirmations are mandatory

Circle the rules you will enforce. Soft rules get ignored.

### 4. Map your pre-call cadence

This is the **minimum viable system**.

After booking: What is sent immediately?

24 hours before call: What is sent?

Day of call: What is sent?

If any of these are blank, you have a gap.

### 5. Choose your delivery channels

Where will these messages go?

- ☐ Email
- ☐ Text
- ☐ Both

Your choice: \_\_\_\_\_

Consistency beats cleverness.

### 6. Create your "missed call protocol"

This is where most founders panic or avoid. Fill this in:

"If someone no-shows, I will \_\_\_\_\_."

Options you might choose:

- ☐ send a follow-up message immediately
- ☐ require re-qualification
- ☐ close the loop confidently
- ☐ reschedule once, not twice

Your protocol: \_\_\_\_\_

No emotion. Just process.

### 7. Write your no-show follow-up message

This message protects your authority. Template:

"Hey — looks like we missed our call. If you still want help with \_\_\_\_\_, let me know and we'll reset expectations. If not, no worries — just wanted to close the loop."

Write yours: \_\_\_\_\_

This message gets replies because it removes pressure.

### 8. Define your attendance success metric

Pick ONE number to track weekly.

- ☐ Show rate percentage
- ☐ No-show count
- ☐ Calls attended
- ☐ Qualified calls only

Your metric: \_\_\_\_\_

What gets tracked gets fixed.

### 9. Set your new minimum standard

Fill this in:

"If my show rate drops below \_\_\_\_\_%, I will immediately review my framing and pre-call process."

Your number: \_\_\_\_\_ %

This prevents silent decay.

### 10. Lock the system with a commitment

Complete this sentence and mean it.

"I no longer tolerate no-shows as normal. I treat them as a system failure, and I fix the system instead of blaming the lead."

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

## Why This Matters:

A full calendar means nothing if people don't show up. When you engineer commitment through framing, expectation, cadence, and authority, attendance becomes predictable. Predictable attendance leads to better conversations. Better conversations lead to better closes. You don't need better leads. You need better systems. This worksheet installs that system.

If you want help implementing this no-show prevention system inside your CRM, calendar, and follow-up flows:

<https://square1grp.com/brainstormsession>