PITON Global

EXECUTIVE WHITE PAPER · WP-20

APPOINTMENT SETTING OUTSOURCING · PHILIPPINES

The show-rate standard: the executive economics of appointment setting outsourcing to the Philippines.

An analysis of why the booked-appointment count is a vanity metric, how qualified-show-rate — never raw volume — decides the true cost per opportunity, and the vendor-selection discipline that fills a sales calendar with prospects who actually show and convert.

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ABOUT THIS SERIES — VOLUME 20

Every appointment-setting report leads with a booked-meetings number, because it is the largest number available and the easiest to hit. This volume is about the number underneath it — the share of those meetings that a prospect actually attends, having been qualified to be there — because that is the only figure a sales team can sell from, and the only one worth paying for. The full series lives at piton-global.com.

THE PITON-GLOBAL LEADERSHIP TEAM

About the authors

John Maczynski

Chief Executive Officer

John has bought outbound and sales-development capacity from the client chair for three decades, and learned early that a vendor's meeting count and a sales team's pipeline are two different currencies. His standing question cuts through the dashboard: of the meetings you booked me last month, how many showed, and how many became opportunities? Applied at PITON-Global, that question is what clients get on every appointment-setting decision — personally, with no account layer in between.

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Ralf has spent twenty-five years running Philippine outbound floors, and he judges an appointment desk by what happens between the booking and the meeting: the confirmation touches, the reminders, the re-qualification that separates a calendar invite from an attendee. The appointment contract in Section 3 codifies what he learned rebuilding desks that booked well and showed badly. He now reads outbound providers the way he once managed them — from the show-rate backward.

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PITON Global

ABOUT PITON-GLOBAL

PITON-Global is a buyer-side advisory practice, Manila-based since 2001, that has never operated a delivery floor or taken a placement commission. Its stock-in-trade is knowing the Philippine provider market at the operating level — 1,000+ mapped operations, re-verified continuously, including each outbound desk's real qualified-show performance rather than its booked-meeting headline — and converting that knowledge into a shortlist of six to ten genuinely qualified partners per engagement. Buyers from Tripadvisor, Garmin, TSYS, HealthPartners, Yetipay, Workrise, and Norman Disney & Young have run their searches through the practice.

SECTION 01

Executive summary

-57%	**75%**	**3**	**5.6×**
Fully-loaded cost per qualified-show vs. US onshore SDR	Qualified-show-rate on vetted desks — bookings that attend and qualify	Confirmation touches between booking and meeting on a vetted cadence	First-year ROI, reconstructed case (Section 6)

An appointment-setting desk is bought on the meeting it books and paid for on the meeting it does not. The vendor reports 300 appointments; the sales team finds half the calendar empty at the appointed hour, and half of what remains unqualified to be there. The desk hit its number and the pipeline moved barely at all — because the number it hit, booked appointments, is a count of invitations sent, not of prospects who arrived ready to buy. The gap between booked and qualified-show is the no-show tax, and it is paid twice: once in the fee for meetings that never happened, and again in the most expensive hours a company owns — its closers', spent staring at a dial tone.

The Philippines is where outbound desks industrialize show-rate best, because a deep, articulate, relationship-fluent talent pool can run the confirmation cadence and re-qualification that turn a booking into an attendee. Five findings:

1. **Booked appointments is the industry's most gamed number.** Any desk can book a meeting a prospect never agreed to want. Vetted desks measure qualified-show — attended, and meeting the agreed criteria — and run 72–78%. Weak desks quote booking volume that halves the moment you audit attendance. Section 2 shows the leak.

2. **The confirmation cadence is the product.** Show-rate is decided in the days between booking and meeting: the confirmation, the reminder, the reschedule caught before it becomes a no-show. Desks that run a disciplined three-touch cadence hold attendance; desks that book and walk away watch a third of the calendar evaporate.

3. **A qualification gate protects the closer's hour.** A meeting with a prospect who has neither budget, need, nor authority is worse than no meeting — it costs a closer the same hour and returns nothing. Vetted desks qualify against agreed criteria before booking, so the calendar fills with prospects worth a senior seller's time.

4 **The wasted closer-hour, not the desk fee, is where budgets are lost.** A no-show or unqualified meeting burns an hour of your most expensive labor. Desks that hold qualified-show cut wasted closer time from a third of the calendar to under a tenth — and that reclaimed selling capacity, not the offshore rate alone, is where the case study's return is built.

5 **Pay per qualified-show, not per booking.** The contracting failure of appointment setting is paying for calendar invitations. Vetted deals price per qualified-show — attended and criteria-met — with show-rate floors and disqualification credits, making attendance the desk's problem, which is where it belongs.

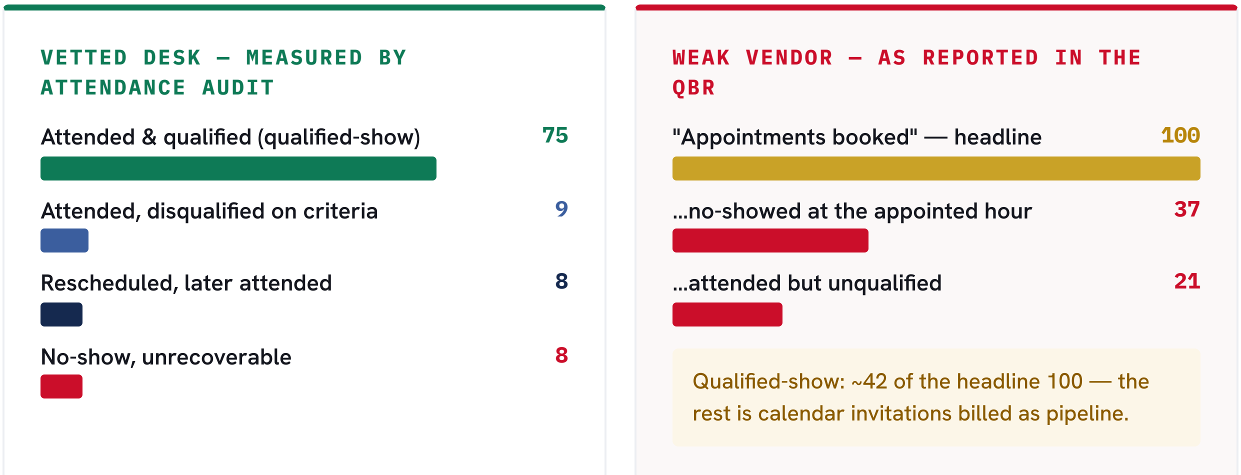
The intended reader runs sales, revenue, or demand generation at a company buying outbound meetings by the hundred and finding the pipeline unmoved. Sections 2–4 separate the desks that fill a calendar from the desks that fill a report; Sections 5–7, the method and the proof.

SECTION 02

The vanity metric: booked versus qualified-show, and where the calendar leaks

Figure 1 follows 100 booked appointments through a vetted desk — and, in the right column, through the same bookings as a weak vendor reports them. The difference between the two columns is the difference between a calendar a sales team can sell from and a slide a procurement team can file.

FIG. 1 — 100 BOOKED APPOINTMENTS: QUALIFIED-SHOW VS. REPORTED VOLUME



Left: PITON-Global engagement instrumentation, 2025–26, attendance-audited. Right: composite of pre-engagement vendor reporting reviewed in diligence.

The economics follow the left column. Seventy-five qualified-shows are meetings a closer can work; the nine disqualified-but-attended are caught by the gate before a senior seller wastes a full cycle; the eight recovered reschedules are pure salvage. The right column produces the opposite: a headline that flatters the desk, a calendar that punishes the sales team, and a cost-per-real-meeting more than double what the invoice implies. The attendance audit — a simple reconciliation of bookings against CRM meeting-held and qualification flags — is the cheapest due-diligence instrument in this paper.

SECTION 03

The appointment contract: the qualification gate, confirmation cadence, and warm handoff

Figure 2 lays out the three clauses of a working appointment contract — the machinery a floor read verifies before any booked-meeting number is believed.

FIG. 2 — THE APPOINTMENT CONTRACT, AS OPERATED ON VETTED DESKS

QUALIFY BEFORE BOOKING

A booking is created only when the prospect clears agreed criteria — budget, need, authority, timing — recorded against the meeting. The gate is tuned monthly against what the sales team disqualifies, so the definition of a good meeting stays shared, not assumed.

CONFIRM IN A CADENCE

Every booking runs a three-touch cadence — confirmation, value reminder, day-of nudge — with reschedules caught and re-set rather than lost. This single clause is what moves show-rate 20-plus points and turns a calendar invite into an attendee.

HAND OVER WARM

The closer inherits the qualification notes, the prospect's stated need, and the context of every touch — on screen before the call. The seller opens on the prospect's problem, not a cold re-introduction, and the desk's work compounds into conversion instead of restarting it.

↓ yields ↓

THE COMPOUNDING DESK

75% QUALIFIED-SHOW | <8% WASTED CLOSER-HOURS | 30–36% BOOKED-TO-OPPORTUNITY

The calendar fills with prospects who show and qualify; the sales team spends its hours selling rather than waiting; and downstream conversion rises because every meeting starts warm. The desk gets cheaper per real opportunity and better at the same time, which is the entire promise of outsourcing the top of the funnel.

Operating parameters from PITON-Global outbound engagements, 2025–26.

In diligence, the contract is tested from the buyer's side: pull a month of the desk's bookings for a current client and reconcile them against attendance and qualification; listen to confirmation calls; check whether the closer's screen carries the qualification notes or a blank. Perhaps one desk in ten survives it cleanly. Steps 3 and 5 of the framework exist to find that one before the contract does — because everything in Table 3 of Section 6 depends on the show-rate, not the booking count.

SECTION 04

Cost and performance: cost-per-qualified-

show economics and benchmarks

TABLE 1 — COST PER QUALIFIED-SHOW: THREE OPERATING MODELS (US$, 2026)

OPERATING MODEL	COST / QUALIFIED-SHOW	VS. US BASELINE
US onshore in-house SDR desk	$540	baseline
Low-cost offshore appointment mill (per-booking)	$360	−33%
Vetted Manila desk — qualified, cadence-confirmed, per-show	**$232**	**−57%**

Basis: PITON-Global engagement pricing 2025–26; qualified-show = attended and criteria-met; the appointment-mill figure looks cheap per booking but costs more per qualified-show once no-shows and disqualifications are netted out; US comparator fully-loaded in-house SDR cost.

TABLE 2 — OUTBOUND DESK BENCHMARKS, VETTED VS. BASELINE (2025–26)

METRIC	VETTED TOP TIER	BASELINE	EXECUTIVE READING
Qualified-show-rate (attendance-audited)	72–78%	38–52%	The only booking number worth paying for
No-show + unqualified rate	<12%	30–45%	Every point is a closer-hour burned
Confirmation touches per booking	3	0–1	"Confirm in a cadence" — run or skipped
Booked-to-opportunity conversion	30–36%	12–18%	Warm handoff, or a cold restart
Closer-hours wasted on empty/unqualified slots	<8%	25–40%	Your most expensive labor, protected or not

Source: PITON-Global outbound engagement data 2025–26; baseline = typical pre-engagement desks billed on booked-appointment volume.

The strategic read: the appointment mill's −33% per booking is a trap, not a bargain — once no-shows and disqualifications are netted out, its cost per qualified-show lands above the vetted desk's, and it burns closer-hours besides. The vetted Manila desk's −57% is real because it is measured where the value is: the meeting that happens. Buy on booking price and you buy the right column of Figure 1; buy on cost-per-qualified-show and you buy pipeline — the same discipline every volume in this series keeps arriving at from a different door.

SECTION 05

Sourcing discipline: the 7-Step Vendor Vetting Framework, applied to outbound desks

Outbound diligence adds one hard requirement to every step: a booking number is real only when it survives an attendance-and-qualification audit. The funnel below is representative of a 15–40-seat appointment-setting search.

FIG. 3 — THE 7-STEP FRAMEWORK AS AN OUTBOUND FUNNEL

	STEP	WHAT IT ELIMINATES IN AN OUTBOUND SEARCH	FIELD REMAINING
1	**Requirements definition**	Volume-first scoping: defines the qualification criteria, the qualified-show target, the confirmation cadence, and the CRM fields that make attendance auditable from day one	1,000+
2	**Market mapping**	Appointment mills: desks that bill per booking and optimize for volume, and generalist floors with no outbound sales-development muscle	~40
3	**Capability screening**	Desks without the machinery: attendance-audited show-rate history, a documented qualification gate, a confirmation cadence in production, and warm-handoff into the client CRM	~11
4	**Compliance & security audit**	Weak outreach governance: DNC and consent handling, regional calling regulations, prospect-data protection, CRM access controls, SOC 2 scope covering the outbound stack	~8
5	**Operational diligence**	The audited read: reconcile a month of bookings against attendance and qualification; listen to live confirmation and discovery calls; interview reps on how they qualify and what they do with a reschedule	4–6
6	**Competitive RFP & negotiation**	Per-booking pricing: finalists bid per qualified-show with show-rate floors, disqualification credits, and confirmation-cadence guarantees — all carrying penalties for a calendar that does not attend	2–3
7	**Transition & launch governance**	Volume-cutover launch: the desk ramps against qualified-show, not booking count, with the qualification gate and cadence certified before scale, PITON-Global embedded buyer-side to steady state	1

Field-remaining counts represent a 15–40-seat appointment-setting search, PITON-Global engagements 2024–26.

The standing guarantees hold: **vendor neutrality** — PITON-Global operates no desks, books no meetings, and takes no placement economics, so the shortlist reflects audited show-rate, not inventory; **right-sizing** — desks for whom your program is a flagship account. Six to ten genuinely qualified providers, delivered within 48–72 hours, free to the buyer, competing through a fully transparent, fair, comprehensive, and highly competitive RFP.

SECTION 06 · ANONYMIZED CASE STUDY

Re-basing the desk on show-rate: a 25-seat outbound rebuild, reconstructed

Engagement AP-028 is a US B2B SaaS company — roughly $300 million in revenue, selling to mid-market operations teams — that had been buying appointments from a per-booking vendor. The QBR showed 280 meetings a month; the sales floor showed a 44% show-rate, a third of attended meetings unqualified, and closers idling through empty slots. The CRO wanted the pipeline the meeting count implied and refused to keep paying for calendar invitations. Identifying details are anonymized under NDA.

SELECTION (WEEKS 0–7, ATTENDANCE-AUDITED READS)

Requirements fixed the qualification criteria with the sales leadership and set a 70% qualified-show target with a three-touch confirmation cadence. Mapping produced 37 claimants; the machinery screen — audited show-rate, a real qualification gate, cadence in production — left 11; the outreach-compliance audit left 8. Attendance reconciliation on each finalist's reference client, plus live call monitoring, shortlisted 5. A Manila desk won at a $9.80 blended rate priced per qualified-show, with an attendance audit written into the reporting spec.

TRANSITION (MONTHS 2–7, RAMPED ON SHOW-RATE)

The desk ramped against qualified-show rather than raw bookings; the qualification gate and cadence were certified in month 2 before volume scaled. Warm handoff into the client CRM went live from day one, and the gate was tuned monthly against the closers' disqualifications. By month 7 qualified-show held at 76%, wasted closer-hours had fallen from 34% to 7%, and booked-to-opportunity conversion had risen from 15% to 33%. PITON-Global chaired the show-rate review board to steady state.

TABLE 3 — AP-028 FIRST-YEAR VALUE BUILD-UP (US$)		
VALUE COMPONENT	YEAR 1	BASIS
Labor arbitrage on the 25-seat outbound desk	$0.94M	46.9k productive hrs × ($29.80 – $9.80)
Reclaimed closer-hours (wasted slots 34% → 7%)	$0.52M	Recovered senior-seller selling time at fully-loaded cost
Incremental pipeline from higher qualified-show volume	$0.48M	Added qualified-shows × conversion × ACV × gross margin, conservative basis
Conversion lift from warm handoff (15% → 33%)	$0.19M	Higher opportunity yield on the existing meeting base, margin basis
Gross value created	**$2.13M**	
Less: engagement & transition costs	($0.38M)	Ramp, gate calibration, CRM integration, cadence build; advisory fee $0 (provider-paid model)
Net value ÷ cost = first-year ROI	**5.6×**	$2.13M ÷ $0.38M

Figures rounded; show-rate, closer-hour, and conversion effects audit-verified. Method in Methodology & notes.

Forty-four percent arbitrage, fifty-six percent from show-rate, reclaimed selling time, and conversion — an unusually high value-side share for the series, earned because the desk was re-based on the meeting that happens rather than the meeting that is booked. Every line traces to a diligence step: the qualification gate to Step 1, the per-qualified-show pricing to Step 6, the warm handoff to Step 3's contract. The CRO's line at the year-one review: "We used to celebrate the booking report on Friday and dread the calendar on Monday. Now the two agree."

SECTION 07

The executive playbook: governance for the first 180 days

An appointment-setting transition succeeds when the desk is measured and paid on the meeting that happens — client in command throughout.

DAYS 0–30
Define qualified, contract per show

Write the qualification criteria with sales leadership and set a qualified-show target and a three-touch confirmation cadence before launch. Contract per qualified-show — never per booking — with show-rate floors and disqualification credits. Stand up the attendance audit, reconciling bookings to CRM meeting-held, as the program's arbiter of truth.

DAYS 30–90
Certify the gate, ramp on show-rate

Certify the qualification gate and confirmation cadence before scaling volume; switch on warm handoff into the CRM from day one. Tune the gate weekly against what the closers disqualify. Publish the weekly dashboard: qualified-show-rate, no-show and unqualified rates, confirmation completion, booked-to-opportunity conversion.

DAYS 90–180
Scale volume, certify steady state

Grow booking volume only while qualified-show holds above the floor. Review the show-rate board monthly with attendance data on the table. Certify steady state on two clean months including one seasonal peak; hand over on documented criteria; keep the quarterly attendance-reconciliation read standing.

THE FIVE FAILURE MODES WE ARE HIRED TO PREVENT

Paying for booked appointments instead of qualified-shows · booking without a qualification gate · skipping the confirmation cadence · a cold handoff that restarts the sale · scaling volume before show-rate is proven. All five are settled at selection and contract.

The appointment-setting argument, in one sentence: a booking is a promise and a qualified-show is a meeting, and a vetted Philippine desk delivers −57% cost per qualified-show with three-quarters of bookings attending and qualifying — for buyers who audit attendance instead of celebrating booking counts and compete the finalists through a fully transparent, fair, comprehensive, and highly competitive RFP. Anyone can fill a report. We make sure you buy the desk that fills a calendar.

METHODOLOGY & NOTES

How the numbers were built

Show-rate and qualification figures (Fig. 1, Table 2) derive from CRM-reconciled instrumentation in PITON-Global outbound engagements, 2025–26. Qualified-show counts a booking that both attended and met the agreed qualification criteria, verified against the client CRM's meeting-held and disposition flags; no-shows and unqualified attendees are never counted as qualified-shows. The weak-vendor column is a composite of pre-engagement vendor reporting reviewed in diligence, shown for contrast.

Cost-per-qualified-show figures (Table 1) are fully loaded — wages, benefits and statutory charges, facilities, technology and dialer, management and QA overhead, attrition-driven recruiting — net of shrinkage and divided by qualified-shows, not bookings; US comparators reflect fully-loaded in-house SDR cost on the same basis. The appointment-mill comparator is priced per booking and converted to cost-per-qualified-show at its observed show-and-qualify rate.

The case study (AP-028) is anonymized under NDA; volumes and dates are generalized, figures rounded. Show-rate, closer-hour, and conversion effects are audit-verified; pipeline and conversion value are conservative margin-based estimates, not booked revenue. ROI = net first-year value ÷ all engagement-related client costs. PITON-Global's advisory fee is provider-paid and appears at $0 in the client cost base; neutrality safeguards are documented at piton-global.com.

Market context draws on IBPAP reporting and PITON-Global's proprietary provider mapping (1,000+ operations; outbound show-rate performance re-verified May 2026). Estimates and projections are PITON-Global analysis and should be cited as such. The full series is available at piton-global.com.

Would your desk's booking count survive an attendance audit?

Thirty minutes with John will tell you. Free to buyers, strictly vendor-neutral — a show-rate-verified shortlist within two to three business days.

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