

FREE CHEAT SHEET · B2BXCLUSIVE

Appointment Setting Agency Netherlands and Benelux in 2027: The Legal-Form Test, Three Rulebooks and Costs in Euros

Short answer: An appointment setting agency in the Netherlands books sales meetings with Dutch buyers by phone, LinkedIn and email. Since 1 July 2026 it may cold call businesses with legal personality, such as a BV, but needs prior consent to call sole proprietors and partnerships. Published retainers run from about €1,800 to €22,700 a month.

Key takeaways

- **The legal form decides the channel.** The Dutch government's business portal says businesses with legal personality may always be called; consumers, sole proprietors and partnerships (vof, cv, maatschap) may not be called without consent.
- **1 July 2026 closed the customer route.** The ACM says that from that date sales calls to consumers and small businesses are allowed only with explicit consent given in advance, even for existing customers.
- **Email is consent-first in all three countries.** Dutch fines can reach €900,000 per violation; Belgium has a narrow exception for generic company addresses; Luxembourg requires prior consent.
- **Budget in euros:** at the ECB rate of 20 November 2026, B2BXclusive's plans are about €1,774, €3,594 and €5,414+ a month; a Dutch SDR averages €36,562 base before the 8% holiday allowance.

What does an appointment setting agency in the Netherlands cost? The numbers at a glance

Option	Published price	In euros (ECB rate, 20 Nov 2026: €1 = $1.0990)	Best for	Limits	Checked
Monthly retainer, vendor guide range	$2,000 to $25,000 a month	About €1,820 to €22,750	Ongoing programmes across one or more countries	Global range from one vendor's guide; not specific to the Benelux	23 Nov 2026
Pay per appointment, vendor guide range	$200 to $600 a meeting	About €182 to €546	Buyers who want to pay only for meetings	The definition of a meeting decides the real price	23 Nov 2026
B2BXclusive Starter (1 channel, 5,000 contacts a month)	$1,950 a month	About €1,774	A first test of one country	One channel	23 Nov 2026
B2BXclusive Growth Accelerator (2 channels, 10,000 contacts)	$3,950 a month	About €3,594	The Netherlands plus Flanders, phone or LinkedIn with email where allowed	Two channels	23 Nov 2026
B2BXclusive Scale (3+ channels, 25,000 contacts, dedicated strategist)	$5,950+ a month	About €5,414+	All three countries, several languages	Priced by scope	23 Nov 2026
One Dutch SDR on your own payroll	€36,562 average base a year (self-reported, 32 profiles)	€39,487 with the minimum 8% holiday allowance	A proven Dutch market	Before employer social contributions, tools, data and management	23 Nov 2026

Who can an agency legally call in the Netherlands since 1 July 2026? The legal-form test

Who is on the other end	Legal personality?	Cold call for sales?	What the caller needs
BV (private limited company) and other businesses with legal personality	Yes	Allowed	Visible number, name and company stated at the start, and the purpose of the call
Eenmanszaak (sole proprietorship), including most self-employed people	No	Only with prior consent	Proof of consent for that person and that product
Vof (general partnership), cv (limited partnership), maatschap (professional partnership)	No	Only with prior consent	Proof of consent for that person and that product
Consumer, including an existing customer	Not a business	Only with prior consent	Proof of consent; consent cannot be collected during a service call

How do Belgium and Luxembourg differ from the Netherlands?

Rulebook	Netherlands	Belgium	Luxembourg
Sales calls to businesses	Allowed to businesses with legal personality; prior consent needed for sole proprietors and partnerships since 1 July 2026	Callers are legally required to consult and respect the Do Not Call Me list; its administrator says the list covers consumers and businesses	No source I could open sets out a business-call rule; take local advice before calling
Email to non-customers	Prior consent; a narrow statutory provision for contact details a business published for that purpose	Prior, free, specific and informed consent (Article XII.13, Code of Economic Law); an exception for legal entities at an address not linked to an individual, such as info@ (law-firm summary, 2017)	Prior consent of the person contacted (law-firm guide, updated October 2025); no business exception stated
Email to existing customers	Allowed for related products, with an unsubscribe option	Allowed for similar products if the address came from a sale and the customer could object	Allowed for similar products, with a simple way to object at no cost
Published penalty	Up to €900,000 per violation (government business portal)	Up to €300,000 for email breaches (law-firm summary, 2017)	Not stated in the guide I checked
Languages	Dutch; English widely used (fifth worldwide on EF's index, score 609)	Dutch in Flanders, French in Wallonia, both plus English in Brussels	French, German and Luxembourgish; English common in finance
Where to check the company	KVK Business Register (shows legal structure)	The national company register and the Do Not Call Me list	The national company register

Dutch list screening: the three-queue checklist **(template: copy and adapt)**

```
Before launch, for every account on the Dutch list:

1. Look the company up in the KVK Business Register. Record the KVK number, the legal
structure and today's date.
2. Queue A, "call": businesses with legal personality (for example a BV). Phone, LinkedIn and
post are open. Email only with consent or an existing customer relationship.
3. Queue B, "consent first": sole proprietorships (eenmanszaak), vof, cv and maatschap. No
sales calls and no sales email without prior consent. Use LinkedIn, events, referrals and
content they can opt in to.
4. Queue C, "unclear": legal form not found or not certain. Treat as Queue B until confirmed.
5. Remove anyone who has asked not to be contacted, and keep that suppression list for the
life of the programme.
6. Re-check the legal form every 6 months and whenever a company changes its name.
7. Keep the evidence: the register check, the consent record where one exists, and the date of
every opt-out.
```

Opening lines for a sales call to a Dutch BV (English) (template: copy and adapt)

```
Good morning, this is [first name and surname] calling on behalf of [your company]. This is a
sales call, so I will be brief.

We help [type of company, for example logistics firms with their own fleet] to [one concrete
outcome]. I am calling to ask whether a 30-minute conversation with [name of your salesperson]
would be useful to you this month.

If it is not relevant, please tell me and I will take you off our list straight away.

[If they agree] Thank you. May I send the invitation to your work email address, and may we
contact you about this again if the date needs to move?
```

Contract clause: legal-form screening and consent records (Benelux) (template: copy and adapt)

```
The Provider will screen every Dutch account against the KVK Business Register before first
contact and will record its legal structure and the date of the check. The Provider will make
sales calls only to accounts with legal personality, or to persons for whom the Client or the
Provider holds valid prior consent for the product concerned.

For Belgium, the Provider will hold its own licence for the Do Not Call Me list and will
filter every calling file against the current list before each campaign.

The Provider will send marketing email in the Netherlands, Belgium and Luxembourg only where
prior consent or a qualifying customer relationship exists, or to addresses the Client has
approved in writing as falling within a statutory exception.

The Provider will give the Client, within 5 working days of a request, the screening record,
the consent record and the opt-out log for any contact. Opt-outs are applied within 1 working
day and shared with the Client weekly.
```

Who should choose what

Your situation	Best fit	Why
Selling to Dutch mid-sized and larger companies (mostly BVs)	Phone-led appointment setting with LinkedIn alongside	Calls to businesses with legal personality are allowed; email needs consent
Selling to Dutch freelancers, practices and small partnerships	Inbound, events, referrals and LinkedIn; no cold calling programme	Sole proprietors and partnerships need prior consent for calls since 1 July 2026
Selling across Belgium	An agency with a Do Not Call Me licence and both Dutch and French speakers	The list covers businesses too, and the country is two language markets
Testing the Benelux as a second market after the UK	One outsourced team on a retainer, Netherlands first	Cheaper than three local hires while you learn which country answers
The Netherlands already produces steady pipeline	Hire a Dutch SDR; keep the agency for Belgium and Luxembourg	A local hire pays once the market is proven

Quick answers

How much does an appointment setting agency cost in the Netherlands?
There is no official price list. One vendor's pricing guide, updated in February 2026, puts monthly retainers at $2,000 to $25,000 and pay per appointment at $200 to $600. At the ECB reference rate of 20 November 2026 that is about €1,820 to €22,750 a month, or €182 to €546 a meeting. B2BXclusive's plans convert to roughly €1,774, €3,594 and €5,414+ a month.

Is cold calling businesses legal in the Netherlands?
It depends on the legal form. The Dutch government's business portal says businesses with legal personality may always be called for telemarketing. Consumers and businesses without legal personality, such as sole proprietors, general partnerships and professional partnerships, may be called only with prior consent, and since 1 July 2026 being an existing customer no longer counts. This is not legal advice.

Can I send cold emails to companies in the Netherlands?
The Dutch regulator, the ACM, tells senders that electronic messages may go only to recipients who gave consent in advance, with an exception for existing customers and similar products. Every message needs the real sender and an unsubscribe option, and consent must be provable. Fines can reach €900,000 per violation. Treat Dutch cold email as consent-first and take local advice.

What changed for telemarketing in the Netherlands on 1 July 2026?
The existing-customer exception ended. The ACM announced that from 1 July 2026 companies may make sales calls to consumers and small businesses, such as self-employed people and partnerships, only when the person has given explicit consent in advance. Charities, charity lotteries and newspaper and magazine publishers keep a limited exception for current and former customers.

How do I check whether a Dutch company is a BV or a sole proprietorship?
Look it up in the KVK Business Register, the Dutch company register. KVK says the search shows basic details such as the KVK number and the legal structure. Record the legal form for every account on your list before any call is made, and keep the date you checked it, so you can show why each call was allowed.

Do Dutch buyers accept sales outreach in English?
Mostly, yes. The Netherlands ranks fifth in the world on EF's English Proficiency Index, with a score of 609. English works well for technology, logistics and international services buyers. For smaller regional firms, and for French-speaking Wallonia in Belgium, outreach in the local language lands better, so ask which languages the team on your account speaks.

Is appointment setting in Belgium different from the Netherlands?
Yes. Belgium keeps a Do Not Call Me list that callers are legally required to consult, and the list's administrator says it covers consumers and businesses. For email, Belgian law requires prior consent, with exceptions for existing customers and for companies contacted at generic addresses such as info@. Belgium also needs Dutch and French speakers.

Should I hire a Dutch SDR or outsource appointment setting?
Self-reported data puts the average Dutch SDR base salary at €36,562 a year, and Dutch employers must add a holiday allowance of at least 8 percent, before social contributions, tools and management. Outsource to test the Benelux first; hire locally once the Netherlands alone produces enough meetings to keep one person busy all year.

Book a free strategy call
https://bookshawn.b2bxclusive.com/

Full guide with sources: https://b2bxclusive.com/blog/appointment-setting-agency-netherlands-benelux/ · By Subhendu J Shawn, founder of B2BXclusive.