

LEAD GENERATION

Appointment Setting in the USA

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Appointment Setting Services in the USA: What You Get, What It Costs (2026)

Short answer: Appointment setting services in the USA research your buyers, run outreach by email, phone and LinkedIn, and book sales meetings on your calendar. Market estimates put retainers at roughly \$2,000 to \$8,000 per month and pay-per-appointment at about \$75 to \$750 per meeting. Define a qualified, held meeting in the contract before comparing prices.

Key takeaways

- Write down what a **qualified appointment** is (title, company size, held not just scheduled, rebooking rules) before you compare any prices.
- Published market estimates: retainers around **\$2,000 to \$8,000 per month**, pay-per-appointment around **\$75 to \$750** depending on how strict the qualification is.
- B2B email to US buyers falls under **CAN-SPAM** (no B2B exception), and calls to mobile numbers fall under the **TCPA**, whoever does the outreach.
- Offshore teams cost less per hour but work US hours at night; check who covers Pacific time and who owns the recordings, data and domains.

What an appointment setting service does for a US sales team

Job	What it involves	Question to ask the provider
Targeting	Ideal customer profile, account list, job titles, verified emails and direct dials	Where does the data come from, and is it verified before sending?
Infrastructure	Separate sending domains, inboxes, SPF/DKIM/DMARC, warmup, a dialer with local US numbers	Whose name are the domains and phone numbers registered in?
Outreach	Cold email sequences, calls, LinkedIn touches, reply handling	Who writes the copy and scripts, and do we approve them?
Booking	Qualifying the prospect, sending the invite in their time zone, reminders, rebooking no-shows	What happens when a prospect does not show up?

Qualified appointment definition (paste into your contract) (template: copy and adapt)

A meeting counts as a Qualified Appointment when ALL of these are true:

1. Person: holds one of these titles (or a clear equivalent): [VP Sales, Head of Revenue, CRO, Founder/CEO for companies under 50 staff].
2. Company: [50 to 1,000 employees], headquartered or with a buying office in [the United States], in [these industries]. Not an existing customer, partner, competitor or vendor.
3. Context: the prospect was told the meeting is a sales conversation about [your offer] and agreed to it in writing (email reply or booking form).
4. Need: the prospect confirmed at least one of: [current project, active pain, budget review this year, evaluating alternatives].
5. Attendance: the prospect joined the call for at least [10] minutes.

No-shows: the provider rebooks once at no charge. If the second booking is also missed, the meeting does not count.

Disputes: the client flags a non-qualifying meeting within [3 business days] with a reason; the provider replaces it or credits it.

Reporting: every meeting is logged with name, title, company, source channel, booking date and held/not held.

US pricing models in dollars

Model	Published range (estimate, USD)	What you are really buying	Main risk
Monthly retainer	\$2,000 to \$8,000 per month	A team's time and an agreed volume of outreach	You pay in a slow month too
Pay per appointment (booked)	\$75 to \$500 per meeting	Accepted calendar invites	Volume over fit; no-shows may still be billed
Pay per qualified appointment	\$400 to \$750 per meeting	Meetings checked against budget, authority, need and timing	Fewer meetings; disputes over what "verified" means
Hybrid	A base fee (published examples run from about \$2,000 to \$8,000) plus a per-meeting fee	Some capacity plus a performance incentive	Two things to audit instead of one
Hourly setter	About \$25 to \$45 per hour for US-based setters	A person's calling time	You manage the list, scripts and quality yourself

One month, three contracts: a worked example

	A: Retainer	B: Pay per booked meeting	C: Hybrid
Price terms	\$4,000 flat	\$250 per scheduled meeting	\$2,500 base + \$200 per held meeting
Meetings scheduled	12	22	14
Show rate (assumed)	75%	65%	75%
Meetings held	9	14	10 (rounded)
Held and matching your definition	7	8	8
Invoice	\$4,000	\$5,500	\$4,500
Cost per qualified, held meeting	\$571	\$688	\$563

Covering six US time zones from wherever the team sits

US moment	New York	Chicago	Los Angeles	London	Manila	India (IST)
East Coast opens	9:00 a.m.	8:00 a.m.	6:00 a.m.	2:00 p.m.	9:00 p.m.	6:30 p.m.
West Coast opens	12:00 p.m.	11:00 a.m.	9:00 a.m.	5:00 p.m.	12:00 a.m.	9:30 p.m.
East Coast closes	5:00 p.m.	4:00 p.m.	2:00 p.m.	10:00 p.m.	5:00 a.m.	2:30 a.m.
West Coast closes	8:00 p.m.	7:00 p.m.	5:00 p.m.	1:00 a.m.	8:00 a.m.	5:30 a.m.

Onshore, offshore or hybrid teams

Team location	Typical setter rate (estimate)	Works US hours	Watch for
United States	\$25 to \$45 per hour	In their normal day	Cost, and turnover in junior roles
Latin America	\$9 to \$18 per hour	Mostly in their day (close time zones)	English level varies by hire; check calls
Eastern Europe	\$12 to \$25 per hour	Afternoon and evening shift	West Coast coverage runs late
Philippines	\$8.50 to \$14.50 per hour	Night shift	Supervision on night shifts
India	Not in that guide; varies widely	Night shift for calls; email can run on schedule	Same: who listens to the calls?

Who should choose what

Your situation	Model that usually fits
First US outbound test, deal size under \$10k	Small retainer or hybrid, email-led; per-meeting fees eat the margin on small deals
Deal size \$25k+, narrow list of named accounts	Retainer with a strict qualified-meeting definition and weekly call reviews
You already have SDR managers and scripts	Hourly or staff augmentation; you keep control of quality
Broad market, many similar buyers, fast sales cycle	Pay per qualified, held meeting can work if the definition is tight
Selling into the US from Europe or India	Partner that covers US hours for calls and owns no assets you cannot take with you

Quick answers

How much do appointment setting services cost in the USA?

Published 2026 market estimates put monthly retainers at roughly \$2,000 to \$8,000, pay-per-appointment at about \$75 to \$500 for a booked meeting and \$400 to \$750 for a meeting verified against budget and authority criteria, and hybrids at a smaller base plus a per-meeting fee. Treat these as estimates; the definition of a qualified meeting changes the real price more than the model does.

Is pay-per-appointment better than a monthly retainer?

Not automatically. Pay-per-appointment moves risk to the provider, which can push them toward volume and loosely qualified meetings. A retainer buys steady capacity but you pay even in a slow month. Compare both on cost per held, qualified meeting, and make sure the per-meeting price only counts meetings that match your written definition.

What should count as a qualified appointment?

At minimum: the person matches your agreed job titles and company size, works at a company in your target market, knows what the meeting is about, and actually attends. Many buyers also require a confirmed pain or project and exclude students, vendors, job seekers and existing customers. Put the definition and the rebooking rule for no-shows in writing.

Do US appointment setters need to follow CAN-SPAM?

Yes. The FTC says CAN-SPAM makes no exception for business-to-business email. Every commercial email needs accurate sender details, an honest subject line, a valid postal address and a working opt-out honored within 10 business days. Hiring an agency does not move the legal responsibility; both the advertiser and the sender can be held liable.

Can appointment setters cold call business cell phones in the US?

Live, manually dialed B2B calls are generally allowed, and most business-to-business calls are exempt from the FTC's Telemarketing Sales Rule. But TCPA rules apply to the type of line: using an autodialer or prerecorded voice to call any cellular number for telemarketing needs prior express written consent. Some states, such as Florida, Oklahoma and Maryland, add stricter rules.

Should I choose an onshore or offshore appointment setting team?

Onshore US setters cost more per hour but share your buyers' business hours and culture. Offshore teams in places like the Philippines, Latin America or India cost less and can work US hours on night shifts. Choose on call quality, supervision and time-zone coverage, and listen to recorded calls before you sign.

How long until an appointment setting service books the first meetings?

Expect a setup period for ICP research, data, sending infrastructure and scripts before outreach starts. At B2BXclusive, first meetings usually arrive within 2 to 3 weeks. Be careful with any provider promising meetings in the first few days on brand-new domains, because sending volume from fresh inboxes has to ramp up slowly.

What US time zones should appointment setting cover?

The contiguous US spans Eastern, Central, Mountain and Pacific time, and Arizona does not observe daylight saving time. A team covering 9 a.m. Eastern to 5 p.m. Pacific works an 11-hour window. Ask the provider who calls West Coast prospects in their afternoon and whether meetings are booked in the prospect's local time.

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