Calendly for Sales

Gain a competitive advantage and close more deals

Connecting at the right time, during your prospect's pique interest, is crucial to driving more revenue. Instead of wasting time with back-and-forth scheduling delays, optimize your outbound and inbound lead generation to improve speed to lead and create more opportunities to hit your goals. Remove meeting friction so your team can reach sales milestones faster, prevent stalled deals, and avoid losing prospects in the middle of the sales cycle.

The current state of sales

Speed is a game-changer in sales—and 50% of deals go to the vendor that responds first. That's why the longer you make a prospect wait to connect with a sales rep, the less likely they are to convert. In fact, the optimal lead response time is five minutes or less, resulting in an 8x higher conversion rate.

Getting a prospect interested in meeting is the hard part; scheduling the meeting shouldn't be. Without automation, an average of 7.3 emails are sent over multiple days to schedule a single meeting. Calendly improves your team's efficiency by integrating with sales tools and handling logistical and follow-up tasks, while elevating your revenue impact by shortening your sales cycle.

How sales teams use Calendly

- Qualify, route, and book meetings with high-value prospects right on your website
- Share scheduling links in outreach emails and LinkedIn messages
- Schedule every meeting faster—from discovery to demos to pricing
- Reduce no-shows and cancellations and automatically request the next meeting
- Sync with your CRM to track meeting performance and engagement

100%
Increase in demos scheduled by outbound SDRs
bitly
Case study

2x
More deals closed
lyft
Case study

2x
Sales conversion rate
CallRail
Case study

50%
Reduction in sales cycle length
signpost
Case study

What our customers say

lyft

"Calendly is essential for my team. We are able to take more meetings, and the specialists are able to see all the information for that prospect before the call."

Case study

signpost

"A good tool is one that's so simple, sales reps can basically forget about it and let the meetings roll in. That's essentially what happened when we implemented Calendly."

Case study

CallRail

"More targeted meetings lead to more deals closed. Our customers are busy, so it's critical to us to reduce their effort throughout the sales cycle. That includes making it fast and simple for customers to meet with the right people at the right time, instead of making them fill out more forms."

Case study

Benefits Calendly provides for sales

Fill pipeline and book more demos

Schedule more revenue-generating meetings and connect with prospects before a competitor does by optimizing outbound sales efforts and booking from your website to support inbound sales.

Accelerate your sales cycle

Get all of your meetings—from discovery to demos and technical calls to pricing discussions—scheduled faster.

Boost deal momentum

Set up pre- and post-meeting automations to keep your deal moving forward: send email or text reminders, share additional collateral, and send thank-yous.

Increase win rate

Include all of the necessary team members and stakeholders from both sides to get buy-in at every stage.

Update sales data in real time

Automatically update lead/prospect records and remove admin tasks so your reps can focus on driving more revenue.

Sales teams using Calendly

Favorite sales features

Salesforce and CRM integrations – automatically update your CRM when meetings are booked and maintain accurate sales data

Qualify and route prospects – ensure that every inbound lead is qualified and routed to book a meeting with the right sales rep

Embed Calendly anywhere – add Calendly to your website, email signature, or LinkedIn message to drive prospect action as soon as you have their attention

Custom questions – speed up discovery and ask effective questions during scheduling

Calendly Analytics – inform your sales processes and uncover best practices with insights that bring your meeting data to life

Collective Events – bring your team together (AE, SE, Product, Sales Director) to deliver demos, answer questions, and close deals

One-off meetings – connect in real-time by sending a quick, single-use link to finalize a contract before end-of-quarter.

Round Robin Events – cycle new leads to different SDRs or AEs based on availability, equal distribution, or priorities you set up

Managed Events – standardize best practices of meetings and push out updates to your entire team

Calendly Workflows – automate reminders, confirmation requests, and follow-ups to reduce no-shows and keep prospects engaged

Ready to learn more about how sales teams use Calendly?

Contact your Calendly Account Executive or visit our sales solutions page