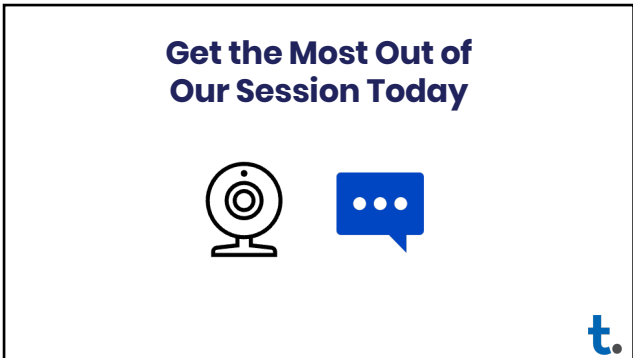




1



2



3

Today's Objective

- The gatekeepers job
- Approaches to gatekeepers
- How to get in control



4

The Gatekeeper

5

Options

- Try to get around them
- Go through them



6



7

The Gatekeeper

- They are the enemy
- They are stopping you achieving your goals
- You have to get them out of your way



8

The Gatekeepers Job

- To keep salespeople (the wrong people) out
- To put the right people through



9

Professional Gatekeepers

- Under paid
- Underappreciated
- It's a job
- Have some power
- Can say no



10

Professional Gatekeepers

- The concept of OK – Not OK



11



12

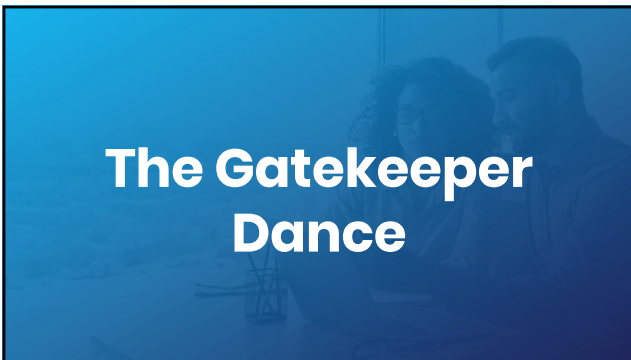
Professional Gatekeepers

—They have very specific programmed questions, all automatic.

- Who are you? / What's your name?
- Which company are you from? / Where are you calling from?
- What are you selling? / What's this about? / Is this a sales call?
- Does s/he know you? / Is s/he expecting your call?



13



The Gatekeeper Dance

14

ABC company, how can I help you?	<input type="radio"/>	<input type="radio"/>	May I speak to
What is your name?	<input type="radio"/>	<input type="radio"/>	My name is
Where are you from?	<input type="radio"/>	<input type="radio"/>	I'm from company
Are they expecting your call?	<input type="radio"/>	<input type="radio"/>	No but
What's it regarding?	<input type="radio"/>	<input type="radio"/>	We sell




15

Who's In Control?

16

Professional Gatekeepers

—They can easily identify salespeople. How?



17



18



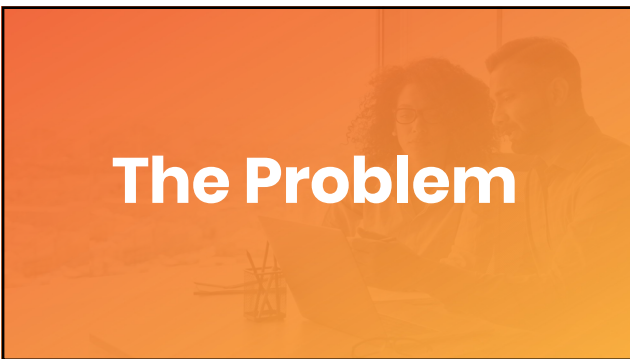
19

Professional Gatekeepers

- They can easily identify salespeople. How?
- Sales people always give answers their questions. Why is that a problem?

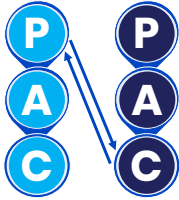
t.

20



21

Transactional Analysis



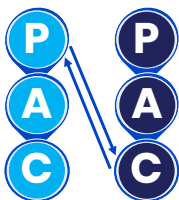
22



23

Who's in Control?

ABC company, how can I help you?
 What is your name?
 Where are you from?
 Are they expecting your call?
 What's it regarding?
 Send an email



May I speak to....
 My name is....
 I'm from company
 No but....
 We sell....
?



24

Professional Gatekeepers

“If you sound like every other sales person, they’re going to treat you like every other sales person”



25

Break the Pattern



27

Break the Pattern

- Change name from Gate Keeper to Goal Keeper.
- They are there to stop you getting your goal.
- Question - if the goalie always moved in the same direction every time, what would we do?
- Answer - kick the ball in a different place



28



29

In Control

ABC company, how can I help you?

Can I tell her who is calling?

I need your name

And your surname?

Is Susan in? Thank you.

Please do.

It's Tony

P **P**
A **A**
C **C**

t.

30

In Control

ABC company, how can I help you?

Can I tell him who is calling?

I need your name

And your surname?

Where are you calling from?

Is she expecting your call?

Is Susan in? Thank you.

Of course.

It's Tony

Goodwin (sharp, impatient)

Give a location (literal)

I certainly hope so.

P **P**
A **A**
C **C**

t.

31

Wrap Up

- Use a script that differentiates you from others.
- Stick with it.
- Pattern interrupt.
- Develop mindset that GK role is getting in the way of your goals. They are getting in-between you and someone who desperately needs your help.



32

Wrap Up

- Never say "please", only "thanks" or "thank you".
- No begging and no 'mother may I' with the gatekeeper. The gatekeeper is not your mother, so you don't have to answer 'her' questions.
- Use only first names.



33

Wrap Up

- Start with a tone of mild impatience and expectation that you will make it through the gatekeeper and you expect to be connected.
- Build from mild impatience to slightly frustrated with any delays or signs of resistance.

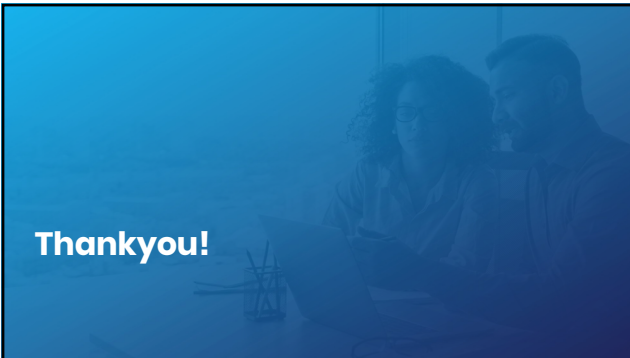


34

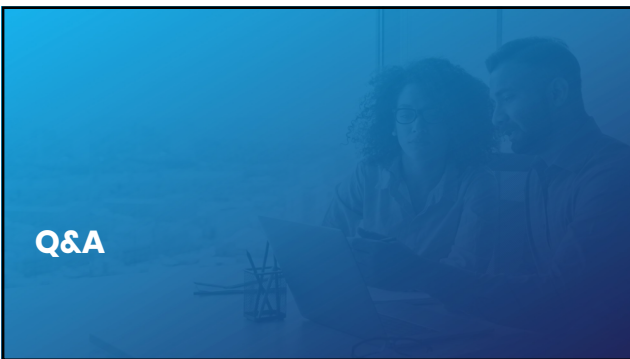
Wrap Up

- Stop giving info and don't answer their pre programmed questions.
- Stop feeling good about positive - but ultimately non productive - calls.
- Recognise success is a behaviour you control, not results dictated by others.
- Have fun, you are only prospecting - no more than that. **t.**

35



36



37