

NONE SHALL PASS!



- Getting Past the Gatekeeper -

Getting past the Gatekeeper is one of the toughest challenges that salespeople face. Now that so many of our corporate contacts are working from home it's easier than ever to *NOT* connect you to key individuals. It sure can take the fun out of a day of prospecting! Assistants, administrative assistants, receptionists, office managers are Masters at running interference for their C-level personnel. They can detect a pitch long before it's ever tossed. Below are a few tried and true approaches that may help you with your future prospecting follows:

Be Respectful and Build Trust -

Say please and thank you, use their name, take time to learn about their company. Research the company and its key players on LinkedIn and social media accounts. Showing interest and knowledge in the place and products of the company that you want to do business with creates confidence in you and your message.

Be Honest -

Don't stretch the truth! Let them know that you are there to provide solutions. You want to help them achieve their goals and make them look good. Ask if the prospect allows time in their schedule for "relevant cold calls," maybe not, but the Gatekeeper may appreciate your candor and be willing to help you. You are trying to provide a solution to their hotel needs, find out if their current hotel choice is meeting their expectations, and make their job easier.

Don't try to sell the Gatekeeper -

"When asked 'What is this call regarding?', don't jump into a pitch. Gatekeepers aren't your target person, and they don't have any interest in your product or service. But that doesn't mean you should cut the conversation short. Make sure to mention any prior contact you've had with the decision-maker and try to get as much additional information you can. Try to find out the best time to call back" (Ingraham, 2021). Be

prepared to *pivot*, the Gatekeeper may be the one who starts the reservations process for out-of-town guests and traveling company members.

Try a Different Department –

Rather than call the department of your prospect, try calling the Sales Department. Salespeople are generally friendly (of course), they will answer the phone. They also understand what you are trying to accomplish and are more willing to listen to what you have to say and point you in the right direction. Salesperson to salesperson! (Of course, when in doubt, call the HR department – they know everyone.)

A great start to a conversation with a Gatekeeper that will open the door:

Ms. Gatekeeper: “Thank you for calling IBM.”

You: “Hi, I need a little bit of help please...”

[It’s crucial that you WAIT for them to respond and offer that help!]

Gatekeeper: “What can I help you with?”

You: “Thank you. Who would be the best person to speak with regarding IBM’s hotel guest room needs when visiting the (insert city name) area?”

This approach uses an assumptive question, and it gives direction. This is your best approach.

If the gatekeeper comes back and asks: “Can I tell him who is calling?”

You simply respond with: “Absolutely. Please tell him [Your Name] with [Your hotel] is holding please.”

That’s it! This approach will get you through to the right contact over 80% of the time. Try it this week and see for yourself (Ingraham, 2021)!

Ingraham, A. (2021, October 18). *How to get past the gatekeeper (8 pro tips)*. Bloobirds. Retrieved March 21, 2022, from <https://www.bloobirds.com/blog/how-to-get-past-the-gatekeeper-in-sales/>