

Gatekeeper's script (PHONE)

The Gatekeeper's script sounds something like this:

Gatekeeper: Good morning, Bob Smith Insurance office.

Restorer Salesperson: Good morning, Mr. Smith, please.

Gatekeeper: May I tell him who is calling?

Restorer Salesperson: Certainly, this is Candy Hernandez calling.

Gatekeeper: And, what company are you with Ms. Hernandez?

Restorer Salesperson: Jimmy Garza Restoration.

Gatekeeper: And the nature of your call?

Restorer Salesperson: Hamunuh, hamunuh, hamunuh, yada yada and so on!

In this example, the salesperson fell right into the trap and was effectively blocked.

While we recognize that we won't sell everyone, we want to have the opportunity to communicate effectively with the right target.

We can't allow ourselves to get caught falling into the Gatekeeper's process.

Here is a much better script:

Gatekeeper: Good morning, Bob Smith Insurance office.

Restorer Salesperson: Good morning, who am I speaking to?

Gatekeeper: This is Susan.

Restorer Salesperson: Susan, good morning. This is Candy with Jimmy Garza Restoration calling for Bob.

With this revised script we have interrupted the Gatekeeper's process and are in better control of the call. The Gatekeeper is now "off script" and has to think on her feet. This may distract her enough to improve our odds of successfully getting through to the target by forcing a real conversation rather than simply following her script. Instead of interacting with Susan's script, I am now interacting with Susan the person. Now, we have a level playing field on which to communicate.

The next step may be to transfer you to Mr. Smith, but it is also likely that the Gatekeeper may fall back on her process. That might sound something like:

Gatekeeper: Will he know what this is regarding?

Restorer Salesperson: Probably not. Susan, I know that part of your job is to screen unwanted callers from speaking with Bob, right?

Gatekeeper: Well, that's part of my job.

Restorer Salesperson: But would it also be fair to say that another part of your job is to make sure that people that may offer solutions to the problems and challenges your organization is dealing with get through to the correct people?

Gatekeeper: That's true.

Restorer Salesperson: Let me tell you why I'm calling Bob and then you decide if it makes sense that I speak with him, fair enough?

Gatekeeper: Okay.

Restorer Salesperson: **Deliver Elevator Speech** and add... "Are you aware whether or not your company is or has faced any or all of these issues?"

With this approach, you have respectfully included the Gatekeeper as part of the process, have delivered a very effective form of communication and have now placed the burden of deciding whether or not you get to Mr. Smith on the Gatekeeper. If the Gatekeeper is aware of the problems that you mentioned, she will be much more likely to put you through because she doesn't want to make a mistake by not putting you through.

The choices the Gatekeeper has are to connect you to Mr. Smith, directly, send you to his voice mail or block you completely.

If the Gatekeeper chooses to continue to block you, try the following:

Gatekeeper: Candy, I'm sorry but it's Mr. Smith's policy not to accept any calls he's not expecting.

Restorer Salesperson: Susan, I understand, that makes sense. How is the best way to schedule a brief appointment with him?

Gatekeeper: "I can do that for him." (sometimes they will)

Restorer Salesperson: Great, I'm only looking for 7 minutes of his time. I'm available Tuesday's and Thursdays in your area. (or whatever works for you)

Gatekeeper: OK, I'll let him know you will be here Tuesday at 11am.

Restorer Salesperson: Thanks, Susan. It was good talking with you. Goodbye.

Note: *If she transfers you to Bob Smith, the first thing you say to him is your ELEVATOR Speech! Then ask for an appointment to visit him for 7 minutes.*

Befriending Gatekeepers

If you have the opportunity to speak with Gatekeepers (on the phone or in person) regularly, be sure to cultivate a relationship. Remember that everyone's favorite subject is themselves! **By asking good questions**, you should be able to take your relationship to a little more human and personal one over time.

Again, do your research! Don't interrogate Gatekeepers or ask them all sorts of questions that you should have found the answers to on-line!

Remember: Asking for 7 minutes is not a lot of time – but plenty for you to deliver your elevator speech to him in person. If it goes longer than 7 minutes, that's HIS choice, not yours. He may ask many questions and if he does that, he is the one extending the visit.