

TOP TEN TIPS FOR GETTING PAST GATEKEEPERS

1

RESEARCH & PERSONALIZE

- Gather information about the company
- Personalizing your approach shows you've invested effort and time in understand their needs

2

BUILD A RELATIONSHIP

- Be polite, respectful, and friendly to gatekeepers
- Build a connection
 - Pay attention to details in their office
 - Find items to relate to and call them out
 - Be creative
- Most importantly, be their friend
 - Document their name for future calls
 - Take detailed conversation notes

3

LEVERAGE REFERRALS

- If someone in your network knows the gatekeeper, seek a referral

4

USE MULTIPLE CHANNELS

- Don't rely solely on phone calls
 - Utilize email introductions
 - Use social media engagement
 - Attend professional networking events

5

TIMING MATTERS

- Be mindful of the best times to call
 - What works for one gatekeeper may not work for the other gatekeeper
- Call at non-traditional times during the day
 - Before 8 am
 - During lunch
 - After 4:30/5 pm

6

BE CONCISE AND CLEAR

- Craft a compelling pitch that quickly communicates the value

7

OFFER VALUE UPFRONT

- Craft a compelling pitch that quickly communicates the value

8

LEAVE A PERSUASIVE VOICEMAIL

- Leave a voicemail that sparks curiosity and prompts a return call

9

HANDLE REJECTIONS GRACEFULLY

- Craft a compelling pitch that quickly communicates the value
- Ask questions that gets to the core reason of the rejection

10

STAY PERSISTENT, NOT PUSHY

- Persistence is crucial, but don't cross the line into being pushy or aggressive
- Respect the gatekeeper's time and decision making role
- Express your genuine pain points of not being able to reach the right person