

Handling the Gatekeeper - 5 Minutes

0:01 There are gonna be times when you come across a gatekeeper, which could be a secretary could be a receptionist, could be a spouse of the business owner.

0:11 You don't know who it is. What you do know is that it's not the decision maker, and it's not going to be a person to whom you can make a sale to or book an appointment with later.

0:24 However, when you are cold calling or you're just doing a first outreach, your only and singular objective is to get information out an info email to the decision maker, the owner.

0:40 Now, in standard sales approaches, you're going to try to get past the gatekeeper and get connected. Well, that's pretty well a tough situation.

0:51 The best approach, particularly when you're not looking to, to immediately engage in a discussion with the decision maker, all you're doing is sending out information, is not try to get past the gatekeeper because your objective is to send information, be it to the gatekeeper, or be it straight to the business owner, the decision maker.

1:14 So you should welcome the opportunity to talk to the gatekeeper and treat the gatekeeper as essentially as the business owner and play it up and say, oh, you're the gatekeeper, as an example.

1:25 Ah, you've got the power, you have total control over the information. And then you say quickly, well, listen, all I wanted to do is get a little bit of information out to the the big cheese, and you can use an expression like that to the big cheese or to I would not use decision maker because it is such a salesy expression.

1:47 It just makes the hair stand up on my neck when I hear that kind of stuff is to, you know, to the, you know, to the person in charge, you know, to the, to the person making the decisions.

1:59 And I just want to get a little bit of information out to you about that, and then follow the script.

2:06 And if they say, well, I don't know if they're gonna be interested in that or not, or whatever, then you say, well, I understand, you know, you're the one that makes all the big decisions, but this could really make a big difference to the to the business, and particularly to the business owner because we're only going to be working with one company.

2:25 And you can say one pressure washing, one painting company, one kitchen remodeling company in the Boston area, in the city area.

2:33 And so it's pretty timely information, and I think he would be interested, or she would be interested, and I'll send it over to you or send it directly to that.

2:42 I'll send it over to you, and then you can make a decision as to whether or not you'd want him to see it.

2:47 But I'd hate to <laugh> have him get a little upset down the road knowing that, you know, this was, you know, bypassed.

2:53 So the second part of this important thing to keep in mind is that gatekeepers Don't want to make decisions. They are scared of making big decisions.

3:03 So that's not their job, right? They're, they're, they're officially called gatekeeper, but what they want to do is ferre it out.

3:09 You know, people who clearly are not gonna bring value to the business and are, or not a potential customer for them.

3:17 The moment you place the gatekeeper into a position of having to actually make a judgment

call about the business, they're not gonna want to do that.

3:26 So when you present the material in such a way that you say, well, you know what that's okay. You know, if you really don't think it's important, then that that's okay, but we're only working only able to work with one painting contractor in the Boston area, and I know there's like a hundred of them.

3:48 So I have to reach out to, you know, half a dozen other reputable, you know, companies. And I just hope your boss is gonna be okay because eventually he will find out that you know, you didn't, you know, he didn't get the information and and it could be really good for the business, something along those lines.

4:07 You're gonna have your shtick, you're gonna have it smooth, but number one, welcome the opportunity to talk to the gatekeeper.

4:14 Number two, you do not need to get past the gatekeeper because number three, all you're doing is looking for an opportunity to send out information and you want an email address.

4:24 In most cases, they are not even going to give you their email address. They're going to give you the email address directly to the decision maker because they want to, they, they will not want the liability of having, you know, not delivered that information in a timely basis.

4:39 Or they may want to you to send it to both of them. So keep that in mind. Your gatekeeper. A gatekeeper is actually a very good opportunity for you to make contact and to deliver something if you handle the gatekeeper with respect as if they had the power.

4:57 Okay? See you in the next one.