



## Top 10 Tips: Getting past the gatekeeper and how to handle objections

### **1 Always smile and be friendly**

Receptionists are the main gatekeepers to businesses. If you can't build a rapport and connect with them, you'll find it more difficult to 'get past' them. You are much more likely to succeed if you are approachable and friendly.

### **2 Call at different times**

If you are struggling to get passed the gatekeeper, try calling at different times of the day and different days of the week.

### **3 Be confident**

Receptionists can usually tell if you are a 'cold caller'. If you are quiet, hesitant and lack confidence, they will pick up on this and immediately know you're a 'sales call' so you'll have to work a lot harder to get past them. Don't be over confident either as this will get the same response.

### **4 Know the name of your prospect**

Asking for the prospect by name helps to get past gatekeepers. Many will assume you know them and readily put you through. It may take a quick marketing call to the prospects' company a few days beforehand to ask for their name if you can't find it any other way.

### **5 Remember their name**

This is important because it starts a conversation and helps build rapport with the receptionist. It is also useful when calling back if your prospect wasn't available. Most receptionists appreciate the effort and quite often are more willing to help you.

### **6 Anticipate the objections**

Try to think of the objections you're likely to get. The common ones are time, budget and 'already have a supplier'. Some prospects will use these objections to end the call or as a reason why they can't do business with you. Think about what you can say in response to these objections to keep the conversation going and the opportunity still open.



## **7 Handling the price objection**

Unless you want them to buy immediately over the phone (telesales), price should never be discussed over the phone. This is because until they hear about you and what you can do for them, they may not see the true value of your product or service. Always arrange a meeting first.

## **8 Don't take it personally**

When prospects say no, for whatever reason, it's not to you personally and it's often not related to your company. It's probably a genuine objection because they don't need a photocopier, for example; rather than saying no to your company and still needing a photocopier. You may have caught them at a bad time and they'd say no regardless of what you offer.

## **9 Don't leave voice messages**

It's best not to leave voice messages unless you know how to leave a great message to make them call you. If you don't leave the right message they will never call you back or expect you as a 'cold call' so won't accept your future calls.

## **10 Think of objections as positive responses**

Yes, an objection can be a positive start to a relationship. For a start they've listened to you and what you have to offer! The objection may be an initial response or a true response, but at least you're in a conversation with the prospect now and have the opportunity to respond and overcome the objections to get a positive outcome.

We hope you have found these hints and tips useful. They are just a small sample of the experience and knowledge we want to share with you.

If you would like to know more about how to get past gatekeepers and successfully overcome objections, we have put together a step by step guide (with audio examples) which is available as an individual module from our online training page.

Please [click here](#) to view the module.

If you know someone else who would benefit from these hints and tips, please feel free to share this with them.

Thank you.

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