



The CONNECTION™

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Working with the Gatekeeper

You identify a prospect that you want to contact. You call, you send information, you try e-mail, but you can't get through to the prospect to begin to build a relationship.

Why not? There's the gatekeeper-that person whose job it is to help their boss focus on what's important to them. Part of that role is making sure they don't waste time on "nuisance" calls from people who may not have any value to add.

When you connect with the gatekeeper, you may hold the key to opening the doorway to the prospect. Two ways you might try:

- Build a relationship with the gatekeeper. Focus on something the gatekeeper says and show an interest. Make sure you can spell the gatekeeper's name correctly. If they're in a different city, ask about the weather. Make sure your interest is genuine.
- Ask the gatekeeper for help. Introduce yourself, and say, "I need your help." Link your product or service to a genuine benefit that will help the prospect, and ask the gatekeeper for his or her advice on the best way to communicate that benefit to the prospect, and when would be the best time to reach the prospect.

When you build a relationship with the gatekeeper, you'll be the one whose calls get right through to the prospect, and you'll have a friend who may give you some valuable insights into how to pursue business with the company.

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