



The Exact Expertise to
Ignite and Sustain Performance™

LSA Global | White Paper



The Exact Expertise to
Ignite and Sustain Performance™

How to Bypass the Gatekeeper

Are you having trouble getting past the gatekeeper? You're not alone. While "gatekeepers" can be helpful to the executives they "protect," their tactics waste sales time for salespeople. And time is not something that salespeople can afford to waste.

The gatekeepers—receptionists, administrative assistants, and executive admins—field calls for the decision-maker. They're valuable to the executive, but not to you—and certainly not when you cold call. Until you develop a relationship with the executive, gatekeepers prevent access and block you from sales opportunities.

Based upon experience, we know that if you change your business-development, prospecting, and lead-generation strategies to focus on referral-based selling, you will get past the gatekeeper and close more business in less time.

Dump the Script

Many sales reps have been trained to make cold calls to drive new revenue:



- Say your name (never your company name)
- State why you're calling
- Then relay some brilliantly simple benefit statements about why the person on the other end of the line would want to schedule a meeting with you as soon as possible.
- Make sure your voice is friendly and upbeat, and don't wait for the person to respond until you get through your script.
- And then, thank the receptionist or assistant for their help to get them on your side.

Compared to referral selling, cold calling from a script doesn't cut it—ever. Think of the opposite sales approach. When you receive a referral, you don't need a script. Your referral source has pre-sold you and your capabilities. All you need to say is who you are, who referred you, and schedule a time to talk. You're "proud" to mention your company name. Because you are introduced by a trusted resource, your prospect wants to know who is calling and why. Done—you're "in."

Dump the Lists

The Web 2.0 world promises to increase your prospecting productivity by delivering qualified leads to your inbox at the prospect's time of need. We're all familiar with availability of "bought" lists. But take a closer look: Are these leads really qualified, or are they just names?





The Exact Expertise to Ignite and Sustain Performance™

You might get so-called leads from your website, special offers, email campaigns, direct mail, trade shows, advertising, cold calling, and conferences. These are not sales leads; they are lists. Until you qualify them, lists are not sales leads.

The fastest and least expensive way to meet the people you want to meet and who want to meet you is to get a referral and a personal introduction. Gatekeepers open gates and welcome those who have been recommended by people they know and respect.

Stop Cold Calling

A sales call is either cold or hot. Here's our definition:



"A cold call is one that's made to someone who doesn't know you and is not expecting your call."

Make a cold call to decision makers, and you'll usually get gatekeepers. Get the gatekeeper, and go nowhere. Salespeople delude themselves into thinking they are making "warm calls" when in fact they're actually making cold calls.

Consider the following situations. Cold or hot?

- You call someone because you got the name came from a colleague or friend. **Cold!**
- You call someone and then follow up with a letter. **Cold!**
- The person's name came from a specific list. **Still Cold!**

These are all cold calls—the person doesn't know you and is not expecting your call. Even though you think you've been able to avoid sounding like a telemarketer or cheesy salesperson, this type of call is still cold.

Go for Referrals: They're Hot, Hot, Hot!

Recent research by a global sales organization asked executives why they would take a meeting with a salesperson. The top two reasons:



1. **A referral from someone within their company**
2. **A referral from a trusted source outside the executive's company**

Clearly, referrals matter and make an impact. Make every sales call a HOT call by getting an introduction from a referral source.





The Exact Expertise to Ignite and Sustain Performance™

Adopt a referral-marketing system and shorten your sales process by at least 30 percent, be pre-sold, gain the trust of the prospect, eliminate the competition, and attract new clients more than 50 percent of the time. There is no other sales prospecting or sales strategy that can claim these results.

Get the referral, and get the introduction. The Gatekeeper has left the building. So walk right in and close business!

About LSA Global

Since 1995, LSA has helped organizations create and maintain competitive advantages through people. Over 85% of our business comes from repeat clients and our customer satisfaction rating is 97.5%. Our clients tell us that we are different. Our clients tell us that we save them both time and money. Our clients tell us that they appreciate access to experts across many areas

Our Leadership and Management clients report that we decrease their costs by up to 50%, while helping increase speed-to-productivity by 60% and decrease unwanted attrition by up to 40%.

Our Sales clients confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.

Our Project Management clients inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

Our clients succeed in the marketplace through increased revenue, decreased costs, and higher productivity. They maintain that our rigorous assessment, implementation, and measurement capabilities bring them tangible results. As an organization, we are fiercely devoted to supporting their success.



Call Us Toll-Free 800.889.6452

Copyright ©2009 LSA Global. All Rights Reserved. All copyrights, trademarks, service marks and product names are copyrights, trademarks, service marks, or registered trademarks of LSA Global or its Partners.