

Action Plan/ Module 8 - How to work with, not against Gatekeepers



Now comes the hard bit! How are you going to put into practice what you have learnt today? This sheet is to help remind you what we covered and identify what actions you need to put into place.

What is the role of a Gatekeeper?

If they are good - we need to decide-
Do we work with them or against them?

How to work with them:

Flattery + Truth = Success
Build up a relationship

I know you know everyone..
Can you help me find.....
I know you must get asked this all the time...
I dont know if you can help me, I am really struggling to get hold of...

How to work against them:

Use short sentences
Sound authoritative
Use please and thank you - then awkward to say no!
Say yes - have you spoken to them before, do they know you, will they know what its regarding?

Getting hold of contacts:

Use the 3 V's
Volume - of calls, of attempts per day and per contact
Variety - times of day, person to speak to, who else in the team?
Varacity - are you calling the right person, using the right channel, be determined with your precision!