

# How To Identify A Gatekeeper Screen

## Action Planning

### Action 1

#### Log Your Calls



During the next week log how many calls you have attempted compared to how many Decision Makers.

What have you noticed? Are you making a lot of calls but don't seem to be getting through to the Decision Maker. Check your notes.

Have you tried to contact this prospect before? What did the GK say previously? Is there a pattern?

### Action 2

#### Keep Detailed Records



Over the next 7 days, identify out of all the calls you have attempted, and the gatekeepers you have spoken to and list how many of the conversations you think were screens? What did they do or say to make you think this. Start to keep detailed records of the activity and refer back to these when you call again.

### Action 3

#### Aim For The Decision Maker



Now select 3 prospects that you have identified where you are presented with a screen by the gatekeeper the last 3 times you have called.

Checking over your records, what do you need to try in order to get ion touch with the Decision Maker. What time/s do you call? Do you have an email address/direct number for them? How else can you get one?