

DON'T GET BLOCKED AT THE GATE: BYPASSING GATEKEEPERS TO CLOSE DECISION-MAKERS!

Does it sometimes feel as though decision-makers are living in a gated community to which you are missing the key? More and more, decision makers are protected by gatekeepers of all types: executive and administrative assistants, telephone operators, voice mail and caller ID. This program fortifies you with techniques, strategies and actual phraseology for bypassing, enlisting and enrolling gatekeepers to advocate and champion your cause to decision-makers.

Strategies for Sales Success

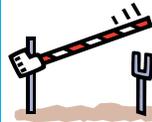
This informative program helps attendees identify who they are, how to position themselves and how to call — on the phone and in person — to connect with decision-makers. It addresses what to do, and what *not* to do, to reach and close decision-makers.

Learning Objectives

- ▶ Learn numerous tips to turn gatekeepers into allies;
- ▶ Leverage humor, creativity and topicality to stand apart from others and connect;
- ▶ Understand the role of pre-call research and power of inquiry to gather key information;
- ▶ Utilize *the power of politeness* to bond
- ▶ Avoid nine common pitfalls that alienate listeners and thwart your sales efforts.

How the Presentation is Delivered

This interactive session engages participants in role plays where they actually make calls to each other to practice bypassing, engaging and enlisting gatekeepers and building rapport with decision-makers. Craig's stories, instructions, and live coaching help participants immediately replicate skills taught to internalize their learning.



About Your Presenter

Craig Harrison founded EXPRESSIONS OF EXCELLENCE!™ to provide sales and service solutions through speaking. He is a past president of the NATIONAL SPEAKERS ASSOCIATION'S Northern California chapter, has been profiled in the *Wall Street Journal*, interviewed by *BBC Radio*, quoted by *Selling Power* magazine, and published extensively on sales topics. Craig delivers sales training to professionals worldwide.



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