



Totally  
TAYLOR'D  
TRANSFORMATIONS



## Getting Past the Secretarial Blockade

Phone prospecting works best when you are able to connect directly with a Decision Maker. Your ability to do this depends on how skilled you are at getting past the Gate Keeper, to the Boss.

In my experience the following tips and ideas will get you past the secretarial blockade:

**Always know whom you are calling.** Just as you should never write a blind letter to a company, make every effort to know the contact's full name before you call. Use company operators to find out names and accurate spelling for future follow-up. Ask the receptionist for the direct phone number to the person who has authority to act on your offer.

**Phone before or after normal working hours.** An effective way of getting around secretaries and assistants is to call before 9am or after 5pm. Most gate keepers work 9 to 5 and an early or late call usually catches the department heads and managers answering their own phones.

**Don't say the call is personal.** You might get connected this way, however, your contact will resent your privacy invasion. It's always best to be honest about your reason for calling.

**The contact is always busy or unavailable.** When this happens ask to be put through to the voice mail. If there's no voice mail, then ask to speak to his/her replacement or an Assistant. If you can't do that, then ask when the person is more likely to be available and schedule a callback.

**Try and try again.** Maintain control of your calls by leaving messages that say "I'll call again or you can call me in the meantime." This way you are never putting the responsibility of calling onto your contact. Also, you eliminate much of the risk of having the contact call you when you're unprepared to deliver your call script.

**Can I help you?** When the secretary asks this question a good way to respond is by saying, "Yes perhaps you can." Then follow that with a question about the most technical aspect of the company's policy that relates to your offering. She probably won't know how to answer and will either pass you onto someone who can, or help you connect with the boss.

**Make friends with the Gate Keeper.** When all else fails, make friends with whoever is positioned between you and the one you want to speak to. When treated with respect, people want to help. Always be very polite with the secretary because she has lots of influence with the boss.

Use one, or all of these strategies to reach your intended target. Your persistence will be rewarded and also respected. To learn more about how to make painless and profitable telephone prospecting calls, order a copy of my book called *Money on the Line: How to Make Dollars and Sense on the Phone*, or give me a call.

Article compliments of:  
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