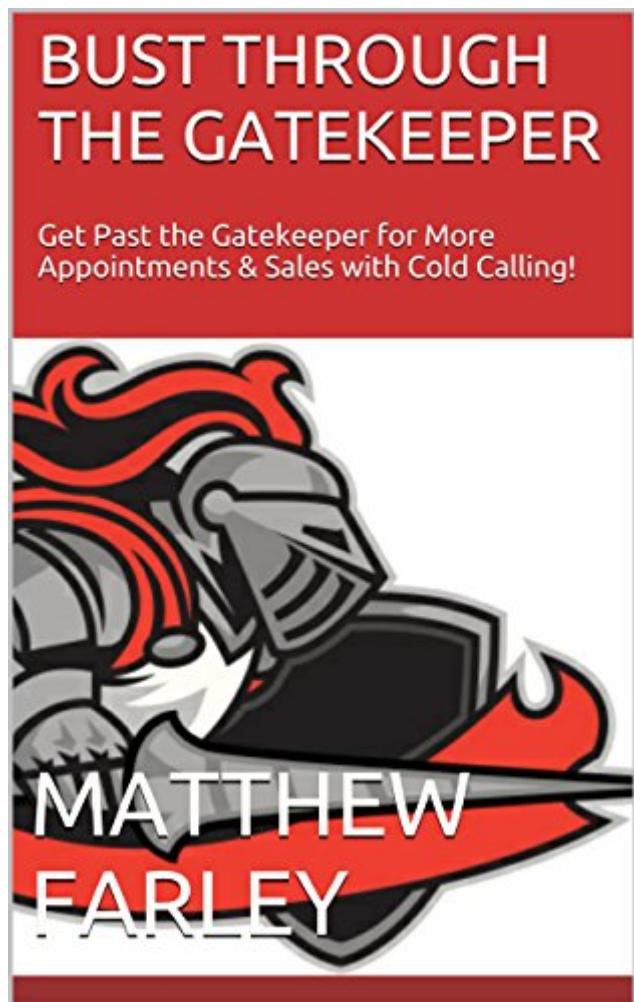


The book was found

Bust Through The Gatekeeper: Get Past The Gatekeeper For More Appointments & Sales With Cold Calling!



Synopsis

If you cannot get past the Gatekeeper in selling, you will not make sales. In this book, I uncover some of the best-kept secrets and underground strategies of selling. You will learn: How to make high quality research calls to pre-qualify your list. How to send the perfect cold email. One simple trick to get the decision maker's name no matter what. How to vaporize gatekeeper's objections. The one paradigm shift in your mindset that is guaranteed to increase your connection rate. And much more.. Buy now and get this part of the sales process 'Handled', once and for all.

Book Information

File Size: 459 KB

Print Length: 20 pages

Simultaneous Device Usage: Unlimited

Publication Date: September 29, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00O2F1KRG

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #705,919 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #38 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Telemarketing #89 in Books > Business & Money > Marketing & Sales > Marketing > Telemarketing #693 in Kindle Store > Kindle Short Reads > 30 minutes (12-21 pages) > Business & Money

Customer Reviews

People new to selling are always getting snarled up with the gatekeeper. They turn the gatekeeper into an ogre who has the sole purpose of keeping them Out. In this quick manual, experienced salesperson Matthew dissects the whole situation and helps you immediately understand what went wrong...and what you can do right now to fix the problem. I'm a trainer and the biggest problems I see even experienced salespeople have are: 1) they don't know how to reach the decision maker, and then 2) they don't know how to start an effective conversation with the decision maker.

Matthew's book gives you the What, Why and How you need to start doing to not only get past the gatekeeper but get them to HELP YOU...so you can start those conversations with decision makers. I can't over-stress how important this step is. If you can't do this, you're dead in the world of phone prospecting. Matthew's book will enable you to easily take care of this critical issue.

Getting past the gatekeeper is the single most cited problem, when salespeople talk to me about cold calling business owners. Mr. North has taken this subject, and given you actual scripts to use to solve this problem. Partly attitude, partly technique...this approach is sound. I read the whole thing in about 15 minutes. And it was 15 minutes well spent. If you set appointments with business owners, over the phone, I recommend that you read this book. It's full of techniques you can use, starting today.

Wonderful book. The principles that are reveled in the book will change the way you look at prospecting

This a book is right on point about cold calling. Gatekeeper determines whether the call connects to the owner. Matthew did mention how to not sound like every telemarketer.

[Download to continue reading...](#)

Bust Through The Gatekeeper: Get Past the Gatekeeper for More Appointments & Sales with Cold Calling! Cold Calling: for beginners - Cold Calling Techniques that work - Cold Calling Tips (Cold Calling Techniques that work for beginners - Cold calling sales Book 1) Sales: A Beginners Guide to Master Simple Sales Techniques and Increase Sales (sales, best tips, sales tools, sales strategy, close the deal, business ... sales techniques, sales tools Book 1) Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management) THE COLD CALLING SECRET: Discover the NEW ground-breaking cold calling techniques that get results! Readable on Kindle, PC, Mac or iPad AUTHENTIC COLD CALLING: The Path to Fearless, Effective Cold Calling 7 STEPS to SALES SCRIPTS for B2B APPOINTMENT SETTING. Creating Cold Calling Phone Scripts for Business to Business Selling, Lead Generation and Sales Closing. A Primer for Appointment Setters. The Conversion Code: Capture Internet Leads, Create Quality Appointments, Close More Sales Smart Calling: Eliminate the Fear, Failure, and Rejection from Cold Calling Getting Through: Cold Calling Techniques To Get Your Foot In The Door Setting Sales Appointments: How To Gain Access To Top Level Decision-Makers Fanatical Prospecting: The

Ultimate Guide for Starting Sales Conversations and Filling the Pipeline by Leveraging Social Selling, Telephone, E-Mail, and Cold Calling Cold Calling for Women: Opening Doors and Closing Sales Fanatical Prospecting: The Ultimate Guide to Opening Sales Conversations and Filling the Pipeline by Leveraging Social Selling, Telephone, Email, Text, and Cold Calling Sales: Master The Art of Selling - Networking, Time Management & Communication (Productivity, Close the Sale, Goal Setting, Charisma, Influence People, Trump, Cold Calling) Follow Up and Following Through in Car Sales - Salesperson and Sales Management Advice Book: Technique Guide on How to Overcome Objections and Close Deals Over the Phone (Outbound Sales Call) God's Day Timer: The Believer's Guide to Divine Appointments The Gatekeeper: Missy LeHand, FDR, and the Untold Story of the Partnership That Defined a Presidency Team of One: Get the Sales Results of a Full Time Sales Team Without Actually Having One Cold Calling Techniques that Really Work!

[Dmca](#)