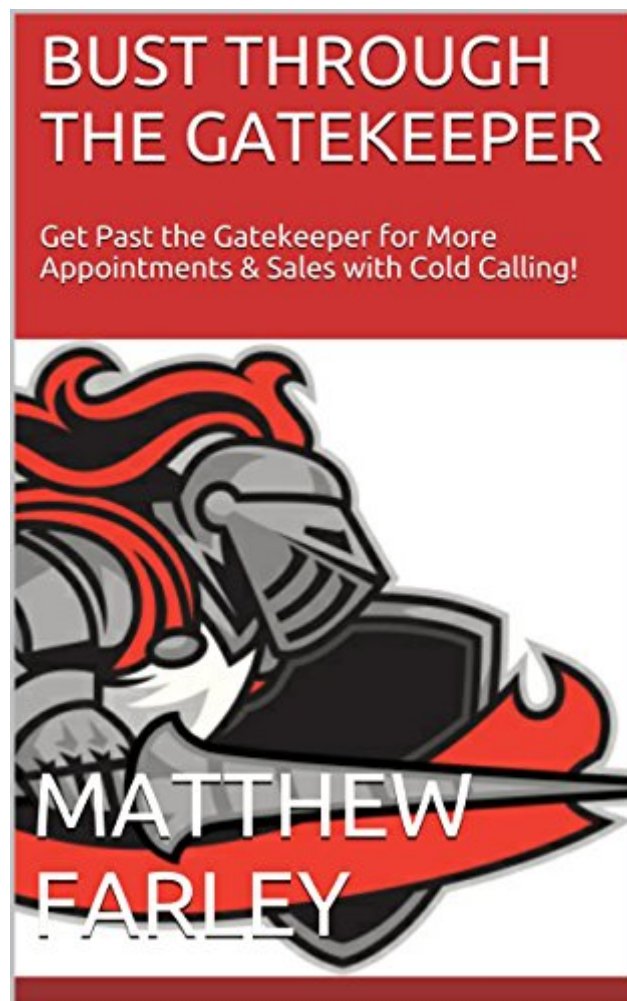


The book was found

# 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

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## 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 revealed 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.

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