Telemarketers & Appointment Setters: Courting the Gatekeeper by Anika Davis

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Appointment settersÂ andÂ professional telemarketersÂ often clash with gatekeepers who prevent them from reaching significant decision makers in their target market. However,Â professional appointment settersÂ and telemarketers should consider these gatekeepers as valuable allies to reach their target decision makers and an influencing factor that could help convertÂ sales leadsÂ intoÂ sales.

Introducing The Gatekeeper

These employees are the designated vanguards of any company. Gatekeepers can be considered an innovator of business, especially when one takes into consideration the substantial level of influence that they have on their decision makerâ€™s business network. This isnâ€™t about the company receptionist, but the executive assistants in the organization. In countries such as Australia, executive assistants are expected and well capable of settingÂ appointmentsÂ for their senior executives. They decide whichÂ b2b lead generation telemarketingÂ calls to give important company details to and whichb2b appointmentsÂ to add to their superiorsâ€™ schedule, which means that a large percentage ofÂ b2b sales leadsÂ that fail to convert are the result of gatekeeper interference.

Tips for the appointment setter and lead generation telemarketer:

1.The first goal of appointment setters andÂ b2bÂ telemarketers should be to earn the trust and respect of the executive assistant for a particularÂ salesÂ lead. Converting the gatekeeper to champion the appointment setterâ€™s cause will make the road to the decision maker shorter.

2.Being too pushy is never a goodÂ marketingÂ strategy, whether forÂ sales leadsÂ or gatekeepers. Soft selling to executive assistants is the best route that should be taken byÂ b2b telemarketingÂ professionals.

3.No one in any successful company has lesser time to waste than the executive assistant. Although they are assistants, they are often just as busy (if not more) as their executives.Â Professional telemarketersÂ should learn to deliver theirÂ telemarketing scriptsÂ promptly and be direct to the point.

4.B2b telemarketingÂ professionalsÂ should discuss with the executive assistant about how their products and services can help them help their company. Gatekeepers aspire to please their executives, and being a part of an innovative business partnership that could bring vast benefits for their company is a highly attractive opportunity for them.

5.After the executive assistant has provided the details of the company or set the appointment,Â appointment settersÂ and telemarketers should send him/her a short email as a token of gratitude.

6.OnceÂ appointment settersÂ or telemarketers reach the decision maker, they shouldnâ€™t readily dispatch of the gatekeeper. In fact, bothÂ appointment settersÂ and telemarketersÂ should continue developing their business relationship with them. These gatekeepers are well informed of the company organizational structure and can be important sources of information such as recent executiveÂ appointments. Furthermore, they have access to the executiveâ€™s business network, which is most probably comprised of otherÂ b2b sales leads.

Executive assistants are often stereotyped as â€œjust secretariesâ€•. Treating them differently than most

people do - with respect - and earning their trust will prove highly beneficial forÂ b2bÂ companies. By turning these gatekeepers into guides,Â b2bÂ companies will be assured of an advocate inside theirÂ salesÂ leadsâ€™ company. ExceptionallyÂ skilledÂ b2b appointment settersÂ and telemarketers are masters of the art of courting the gatekeeper.

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