

## Obstacle 2

# Gatekeepers and Blockers

### Check Yourself

Score: 4=Always; 3=Most Times; 2=Usually; 1=Sometimes; 0=Never.



1. When someone at a lower level says there is no need to go beyond him or her, do you immediately think that this person has not bought into you or your solution yet? \_\_\_\_
2. Do you ask (to learn) what the person's perceived loss is? I.e. why he feels there is no need for you to go further up or out?? \_\_\_\_
3. Do you ask the person to tell you what it will take to have him buy into you? \_\_\_\_
4. Do you tend to assume you're blocked because the person has a power or control issue? \_\_\_\_

Scoring: ( 1 + 2 + 3 ) - 4 = ??

( \_\_\_\_ + \_\_\_\_ + \_\_\_\_ ) - \_\_\_\_ = \_\_\_\_

8 or more is good; Less than 8 means read and work this section

### Chapter Summary



Subordinates, administrators, purchasing, etc. keep you away from their bosses because they fear losing something – power, ego, job, recognition, authority, etc. Bottom line is they haven't accepted you or your offering yet. They see a risk and see nothing in it for them, for you to go pass. Therefore, you get blocked. To break the resistance you must show them how to win with you. You can always go around or go along with these blockers, but these could present serious consequences and / or delays for you.



## Common Situation

### Can't Get Pass the Gatekeepers

You're blocked. You're frustrated. You try to be polite. Yet, you don't ask the reason s/he is not letting you meet others.

## Resulting Problem

### Your Success or Failure Lies with This One Person.

You have no idea if or how your message is getting communicated to the key decision makers or what the deciding criteria are. You're dead in the water without a clue of what to do. You will tend to avoid this person

which could stall your progress further, or you will continue to pick at him, which becomes annoying. Until the person feels you are the horse he can win with, he'll block you.



## Prepare Yourself

1. Always assume you'll be blocked.
2. Your attitude must be that even though you'll be blocked, you will always meet with all the powerful Decision Makers in spite of the upcoming blocks.
3. Eliminate blocks before they happen
  - a. Win the person over before you try to get him to introduce you upwards.
  - b. Let everyone you meet know your will have to speak with others involved before you can submit a proposal and pricing.
  - c. Rehearse what you'll say.
  - d. Make sure you find others ports of entry initially. Use your Golden Network for introductions.
4. Don't block yourself
  - a. Unless someone says, "You will go no further," continue to proceed up and out with your interviews. Don't assume someone will get upset. Let him or her tell you.
5. When a hard block is issued, it's because the person hasn't bought into you or what you're offering yet. You are perceived as a possible loss to her. What it her boss likes your solution and she doesn't. Worse, what if she thinks her boss won't like your solution?
  - a. Ask what her concern (issue or loss) is.
  - b. Rehearse what you'll say and how you'll say it.





## Tak'n It to the Streets

1. For your next sales pursuit or lead, what will you say to your first contact to indicate that you will have to meet the other decision makers up-front also?

“I know your buy-in is critical, but I will need to speak with others involved before I can go further with pricing, etc.”

2. What will you say when the person clearly states you are not to go further?

“It seems you are concerned with me speaking with others. Please explain your concerns.”