

# Objections: How can I deal with a Gatekeeper?

Do you want to improve your skills when dealing with Gatekeepers? Here are some common answers that our salespeople get and we will prompt you with some suggestions of how you can reply to them.

## “We already have an agency/person/consultant hired...”



Focus on explaining the programme in 10 seconds. You could start with something along the lines of: ‘I’m not part of an Agency, I’m calling directly from TikTok and I would like to speak with X to let them know how they can benefit from this direct relationship’

## “Sorry, we’re too busy”. “We don’t have time”



First things first, you should avoid responding “when would it be a better time?” and instead *prevent* yourself from getting into this sloppy situation. Break the pattern of your first call, go with something unexpected so that they will be curious to hear more from you: Open the call with value, focusing on them and how you’re going to help their business. Also, you can add to your opener that you will be very brief. If these didn’t work, ask if you can speak with someone else in the same team. Potentially, they are not the decision makers, so you can use this objection to get to the right one. In case there’s no way to speak with anybody in the team, ask about the contact details of other relevant members. If they are still not open to talk, ask when can you call them back but remember, that’s the last resort!

## “Could you send me the information via email?”



Try to explain to the person answering the phone that’s not the way we usually work, and, if possible try to get them to connect you with the relevant person. If it doesn’t work at all, then you’ll have to reach the interested person by email and try following up with them again.

## “We cannot/don’t accept unsolicited calls”

When they reply with this answer, try to ask for alternative methods to contact them. If there is none, let them know in a polite way that they could try to set up an appointment in the future, if they’re interested.



### Little reminder!

The people you’re talking to are humans as well. Remember to be kind and try to connect with them.

# Thank you!

Remember to check the **Video Hub** for more information on this topic.



# Objection Curiosity for the win

Understanding what they are going through, the challenges they face and approaching conversations with curiosity is key when building rapport with clients. What's behind the most common objections and how can we handle this?

## Afraid of change?



Many times it's not about the the objection per se. At the end of the day... behind the scenes what client is not telling you it's that probably they are just afraid of change or that they are not seeing enough value in TT or that they haven't made the connection between our solution and their needs.

## Avoidance vs. Curiosity

Most salespeople try to put back the sale in front of the objection (avoidance) We want you to stop overcoming objections by default. That just doesn't work alone! The key to overcome objections is being curious first, asking questions about it and in essence: facing them with no karate moves!

### Curiosity in 5 steps



Now that we understand the reasons behind the objection, how can we overcome these?

1. Refrain from immediately pitching when the objection comes your way.
2. Be like a doctor instead: be curious about the objection.
3. **Slow** the conversation down and dig deeper!
4. Help them see the **magnitude of the challenge** they are facing before connecting their goals to a solution.
5. Understand **what are they afraid of?**

"Tell me more about that challenge"

"Sounds like this issue is really affecting your business..."

"Unpack that for me, please" or  
"Help me understand why is that?"

"Why is this important for your business?"

"If you'd be able to solve this, what would it mean to your business" or "What is that costing you?"

*Here you're cutting straight to the chase, while helping the prospect think through the math of the actual value of solving that challenge with TT.*

### 7 Curiosity questions to build rapport



# Thank you!

Remember to check the **Video Hub** for more information on this topic.