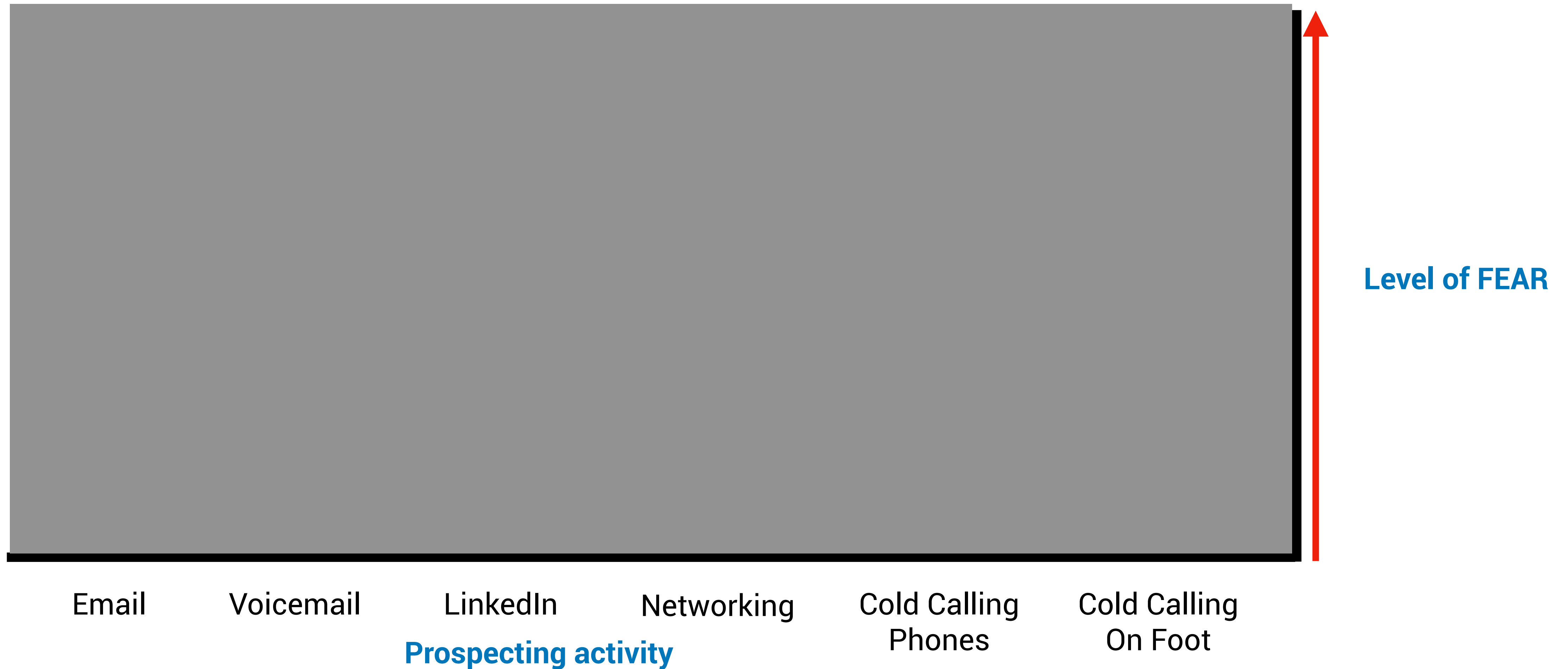


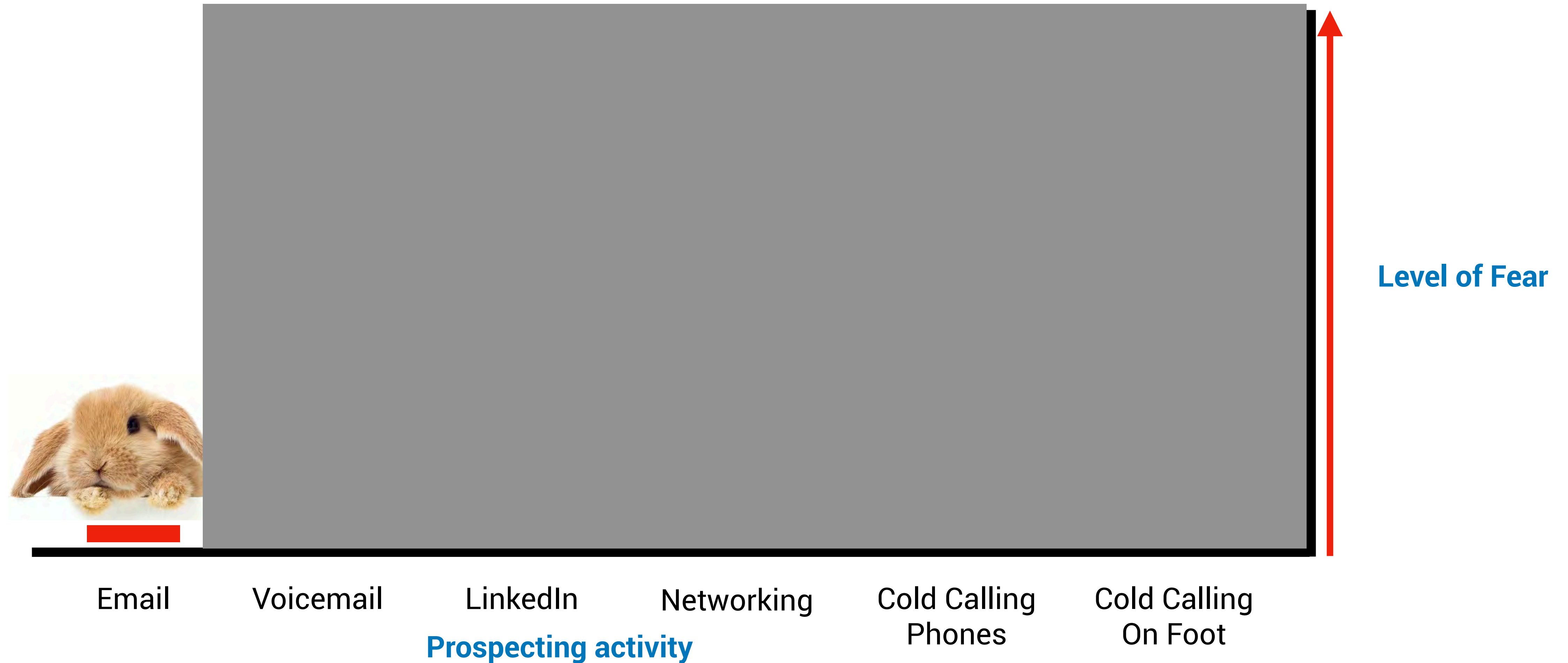
**“Everything you’ve ever wanted is
on the other side of FEAR.”**

- George Addair

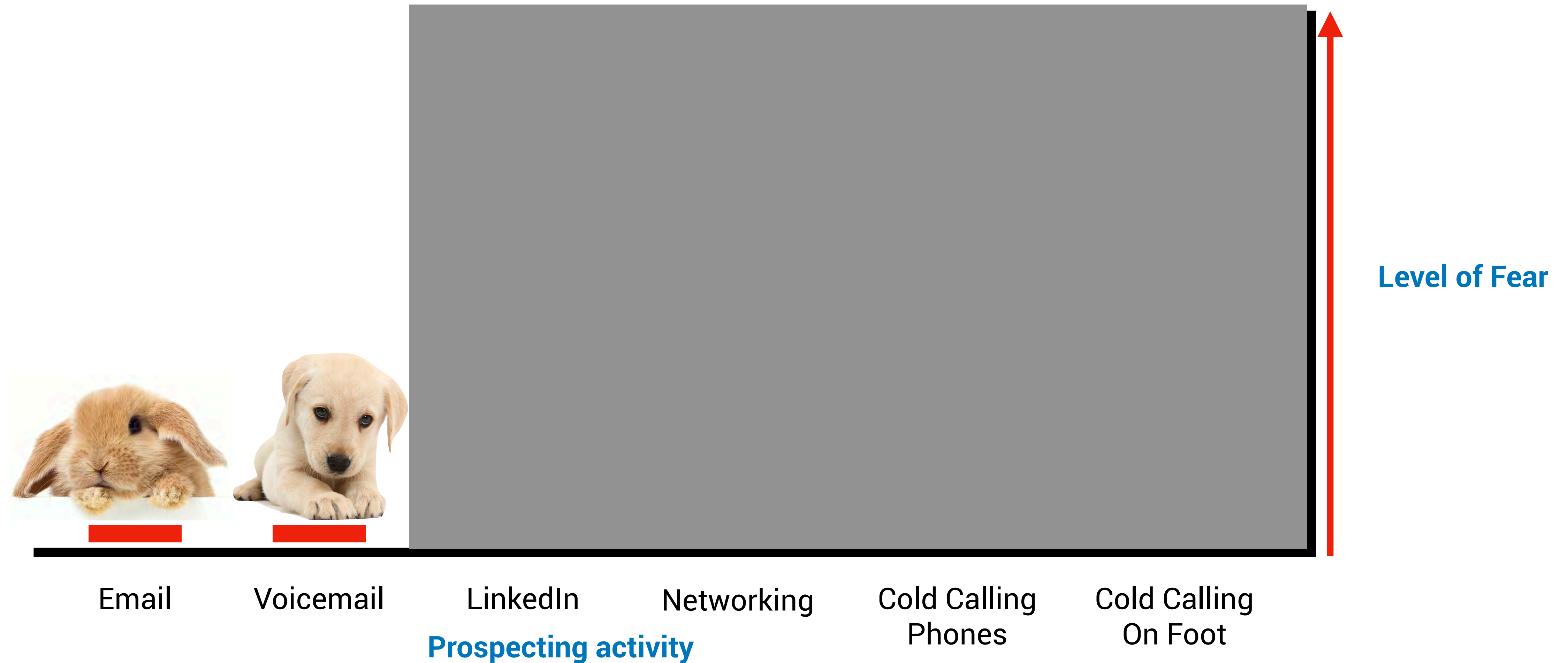
The MORE fear, the BIGGER the reward!



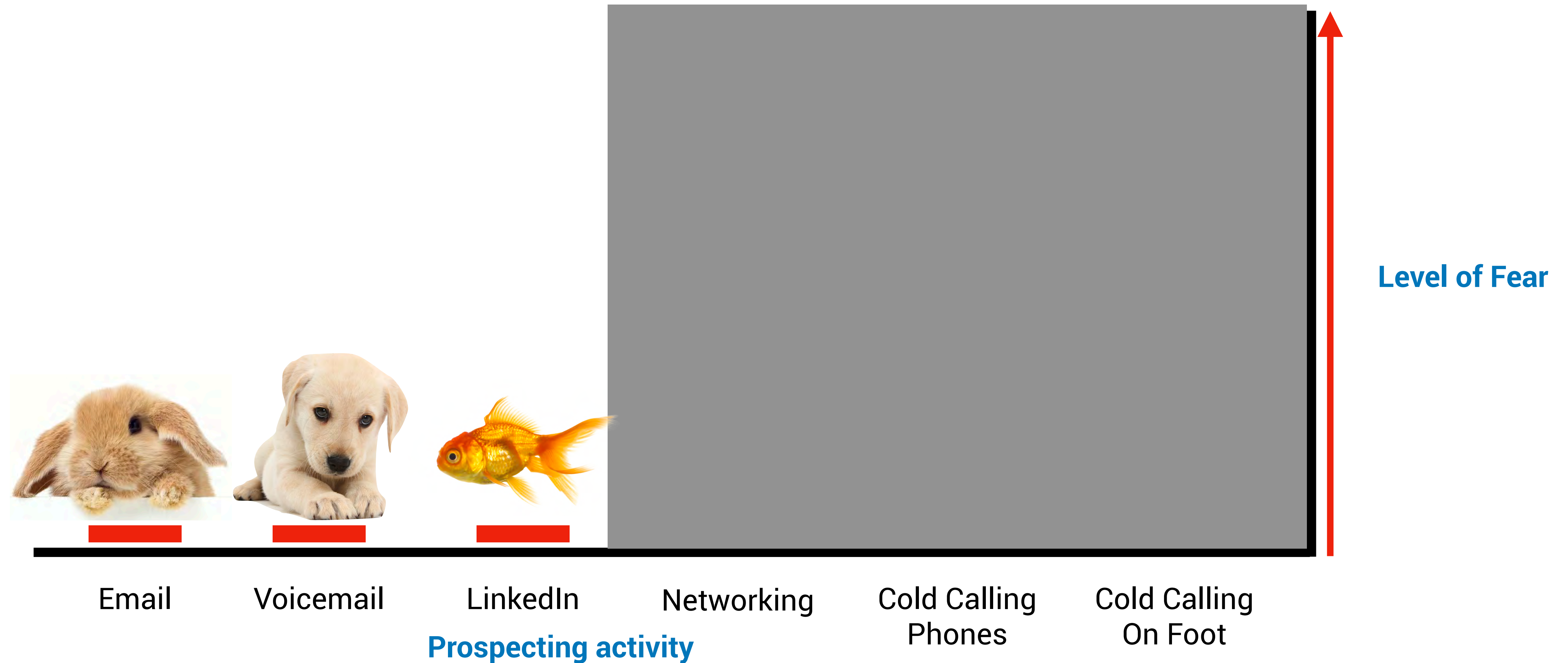
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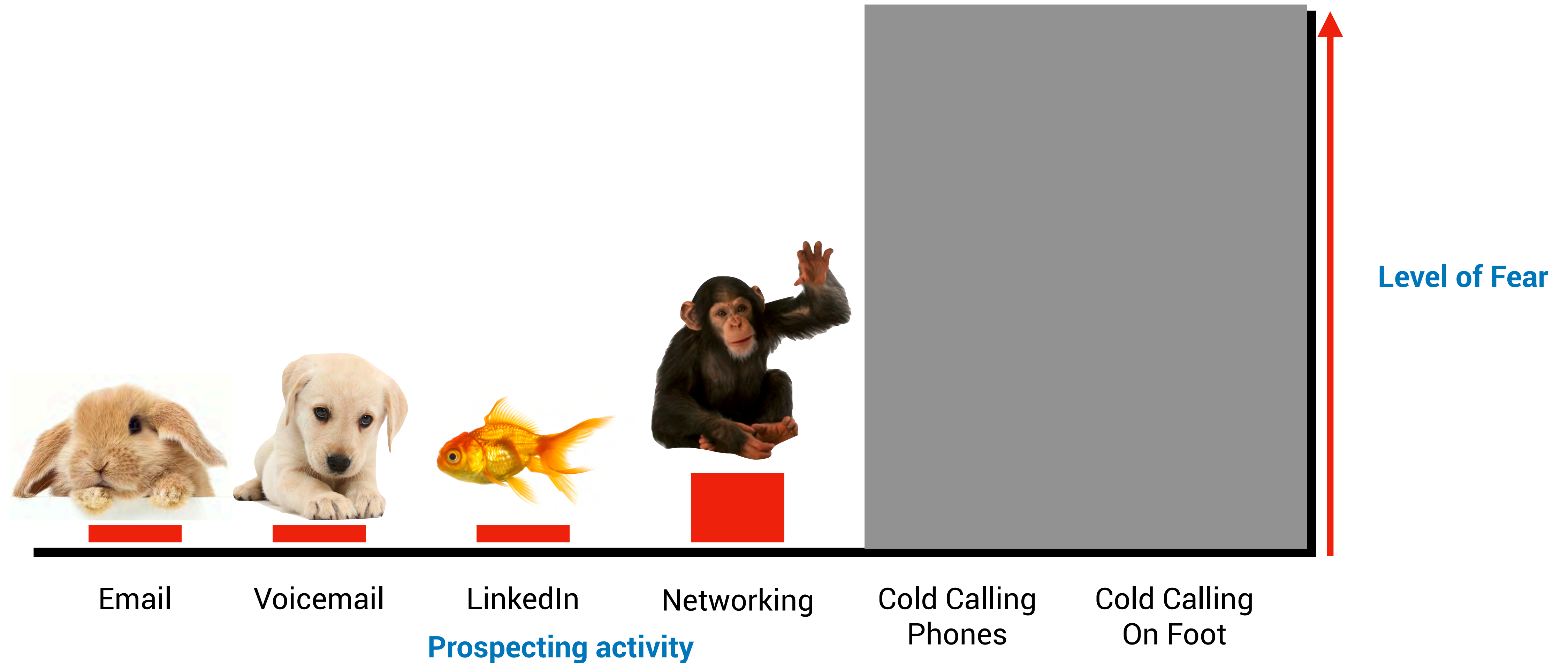
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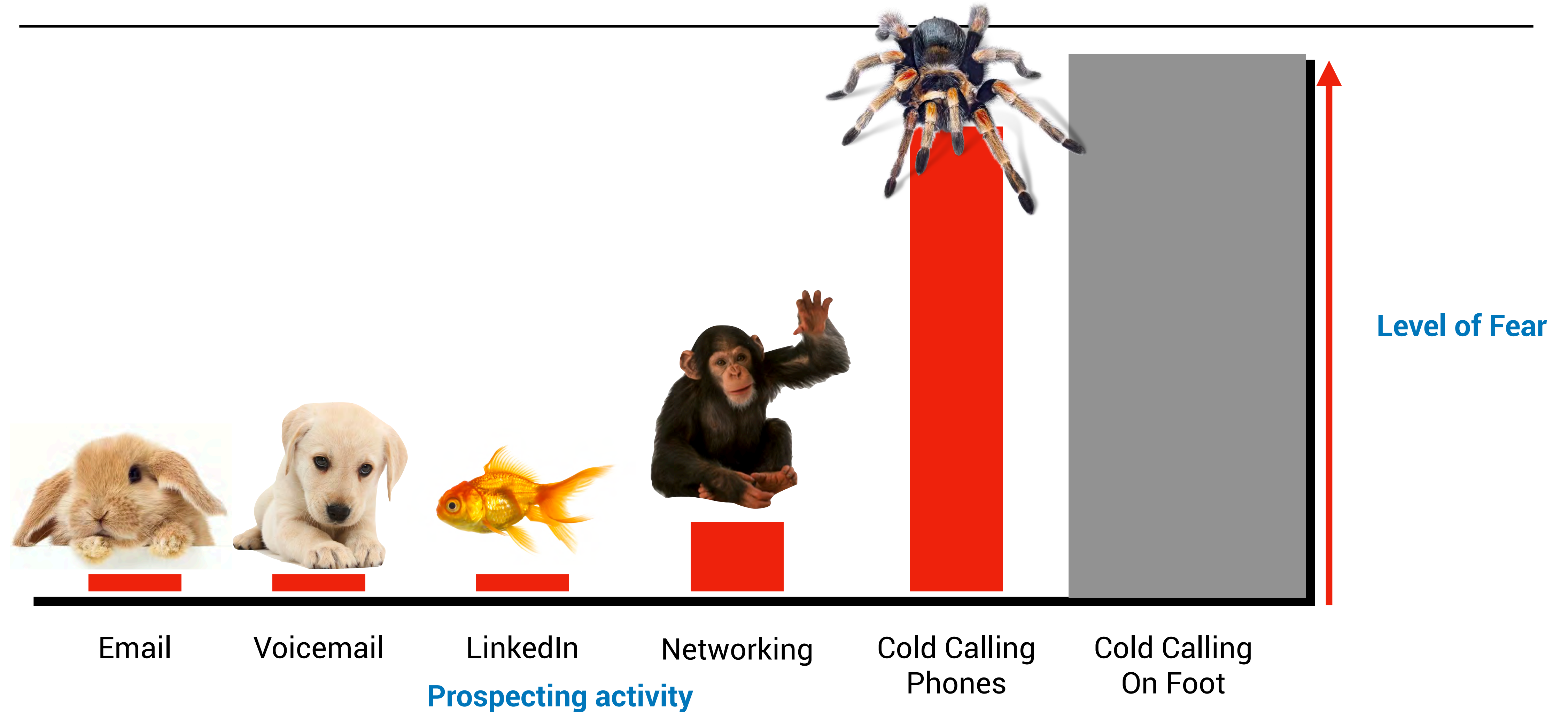
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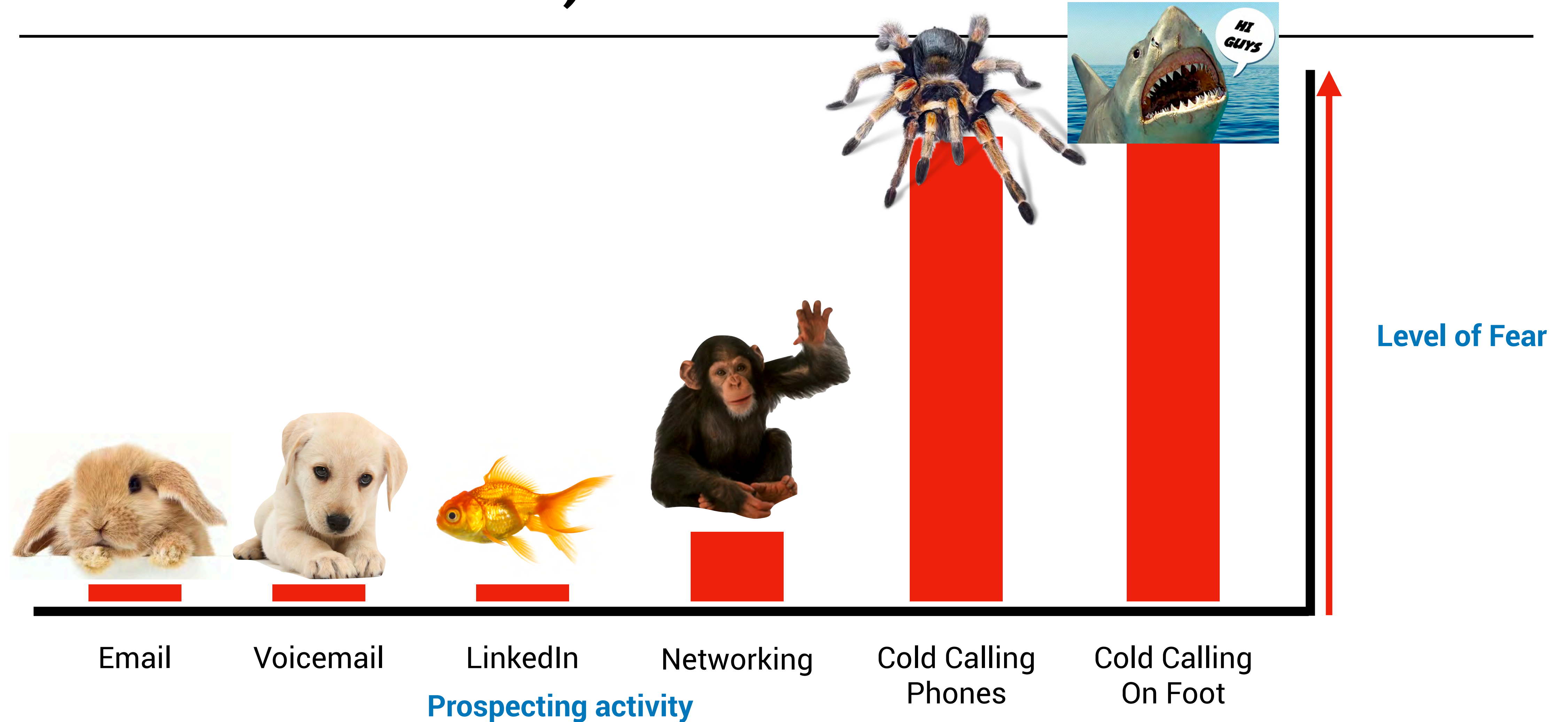
The MORE fear, the BIGGER the reward!



The MORE fear, the BIGGER the reward!



The MORE fear, the BIGGER the reward!



From: Elon Musk

Sent: Tuesday, May 31, 2022 1:19 PM

To: ExecStaff

Subject: Remote work is no longer acceptable

Anyone who wishes to do remote work must be in the office for a minimum (and I mean *minimum*) of 40 hours per week or depart Tesla. This is less than we ask of factory workers.

If there are particularly exceptional contributors for whom this is impossible, I will review and approve those exceptions directly.

Moreover, the “office” must be a main Tesla office, not a remote branch office unrelated to the job duties, for example being responsible for Fremont factory human relations, but having your office be in another state.

Thanks,
Elon

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Thanks,
Elon

From: Elon Musk
Subject: To be super clear

Everyone at Tesla is required to spend a minimum of 40 hours in the office per week. Moreover, the office must be where your actual colleagues are located, not some remote pseudo office. If you don't show up, we will assume you have resigned.

The more senior you are, the more visible must be your presence. That is why I lived in the factory so much – so that those on the line could see me working alongside them. If I had not done that, Tesla would long ago have gone bankrupt.

There are of course companies that don't require this, but when was the last time they shipped a great new product? It's been a while.

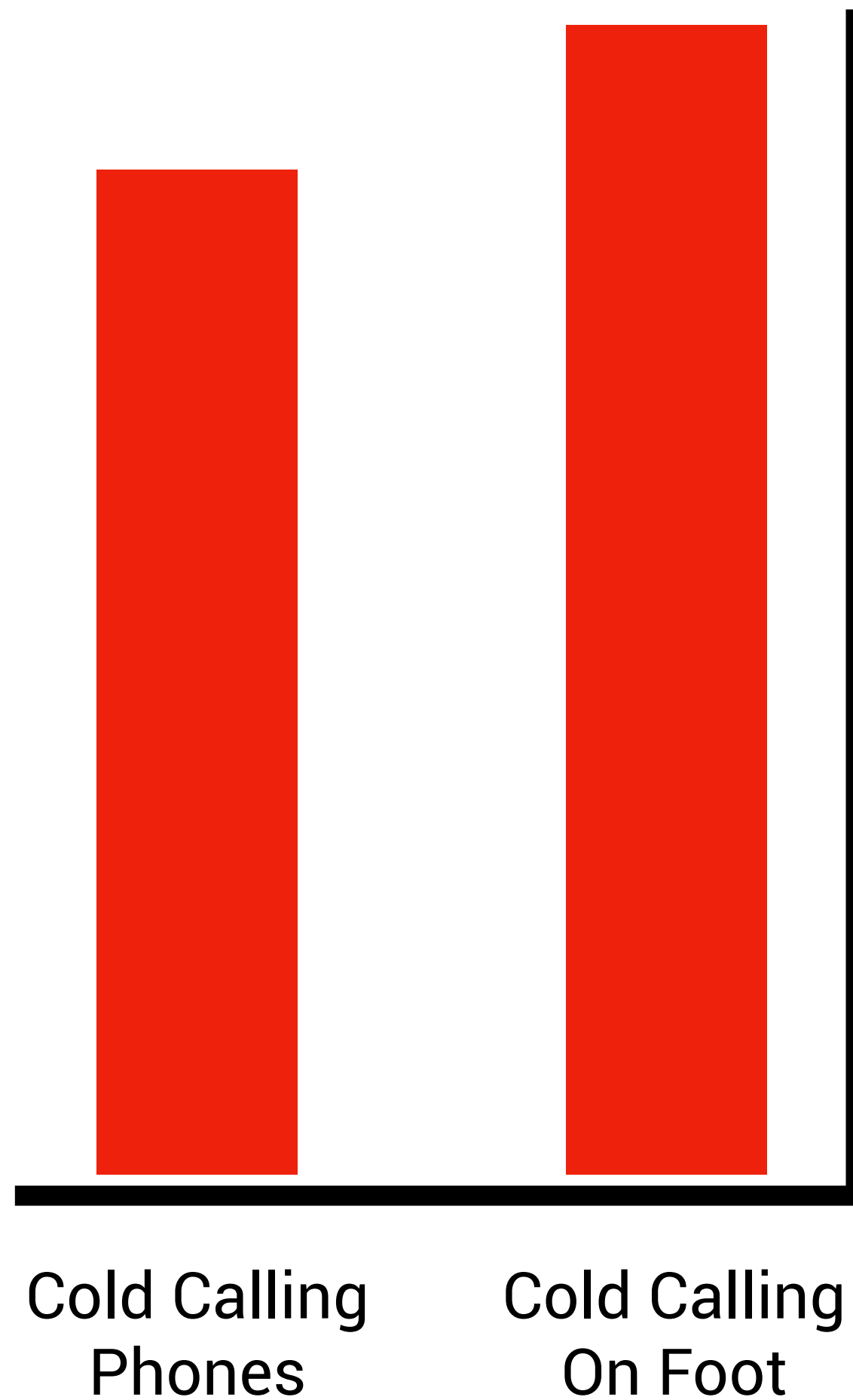
Tesla has and will create and actually manufacture the most exciting and meaningful products of any company on Earth. This will not happen by phoning it in.

Thanks,
Elon

How Can You Conquer This FEAR?

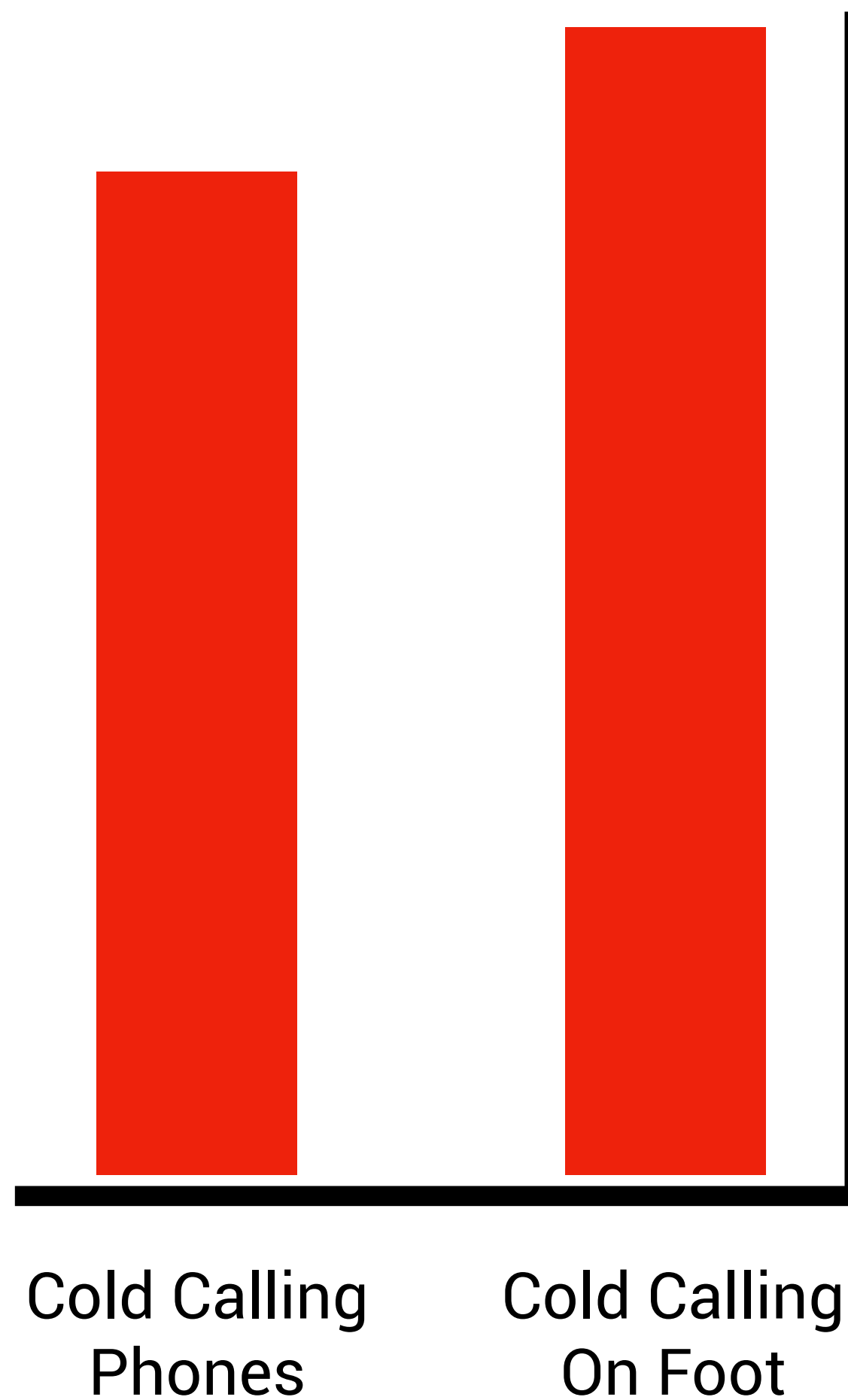
So how can you
conquer this FEAR?

Learn more about the unknown



So how can you
conquer this FEAR?

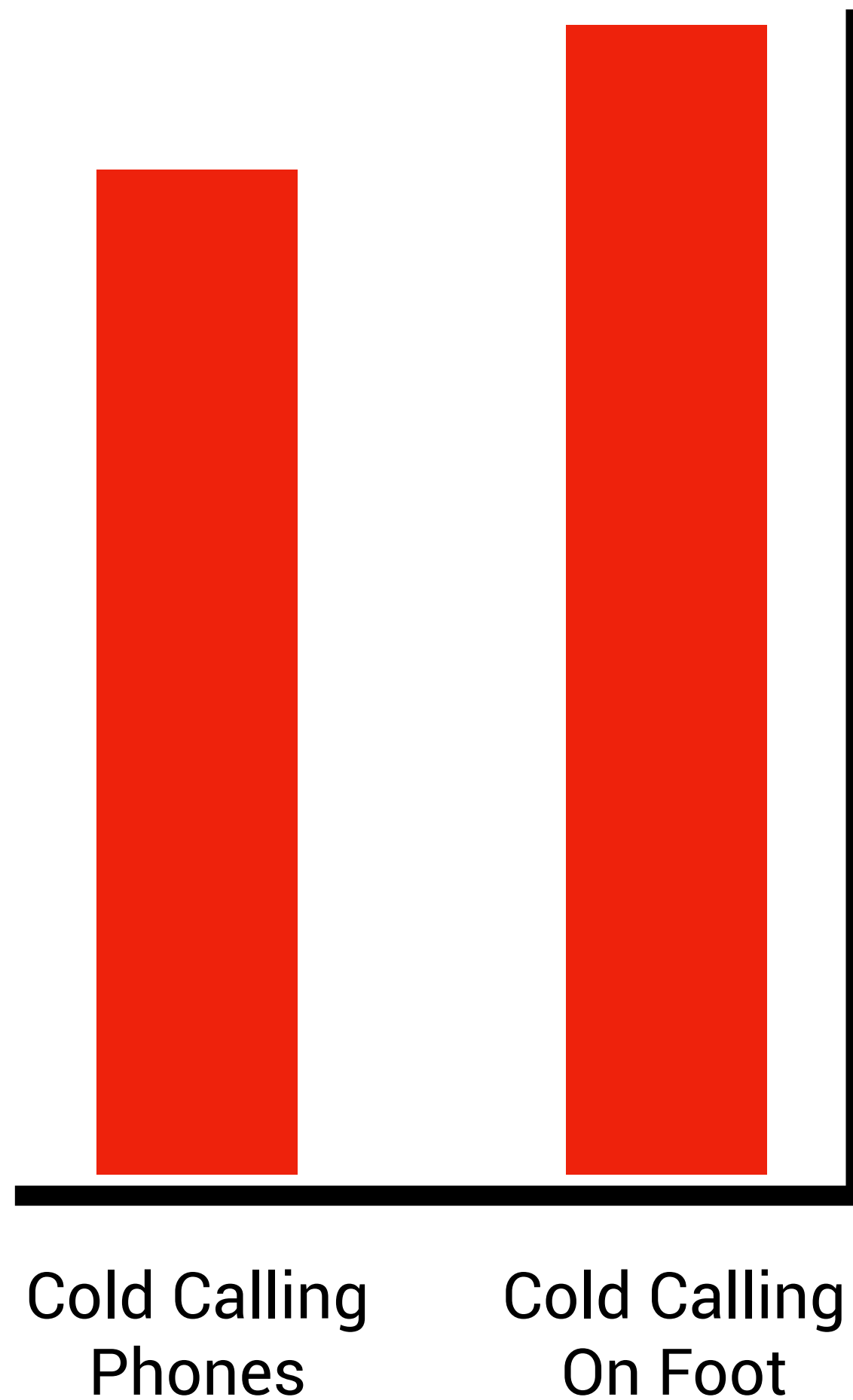
Learn more about the unknown



- **Learn more about what to expect.**

So how can you
conquer this FEAR?

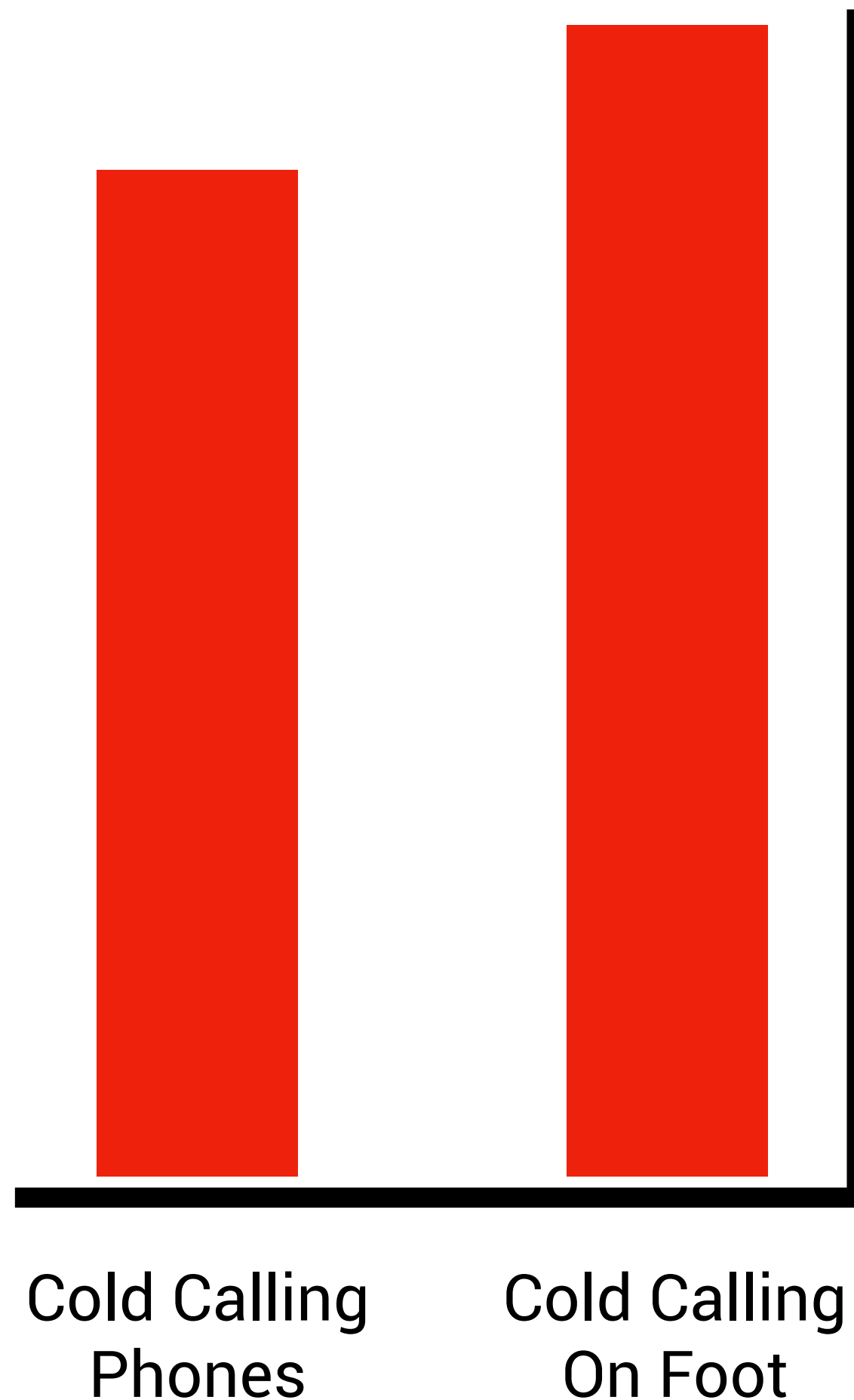
Learn more about the unknown



- Learn more about what to expect.
- **Learn to change your mindset.**

So how can you
conquer this FEAR?

Learn more about the unknown



- Learn more about what to expect.
- Learn to change your mindset.
- **Learn more about how to win.**

Prospecting Resources

www.modernsalestraining.com/BTA



Proven "Industry Specific" Sales Courses

1. Sales In 21 Days (Top Rep AE Course)
2. **The Fearless Prospector** Masterclass
3. The Virtual Selling Machine

Virtual Sales Workshops

1. MPS Acceleration Workshop
2. **Net New Momentum Workshop**

3-Month "Virtual" Sales Bootcamp

1. **Prospecting Camp**
2. First Appointment Camp
3. Building Value Camp

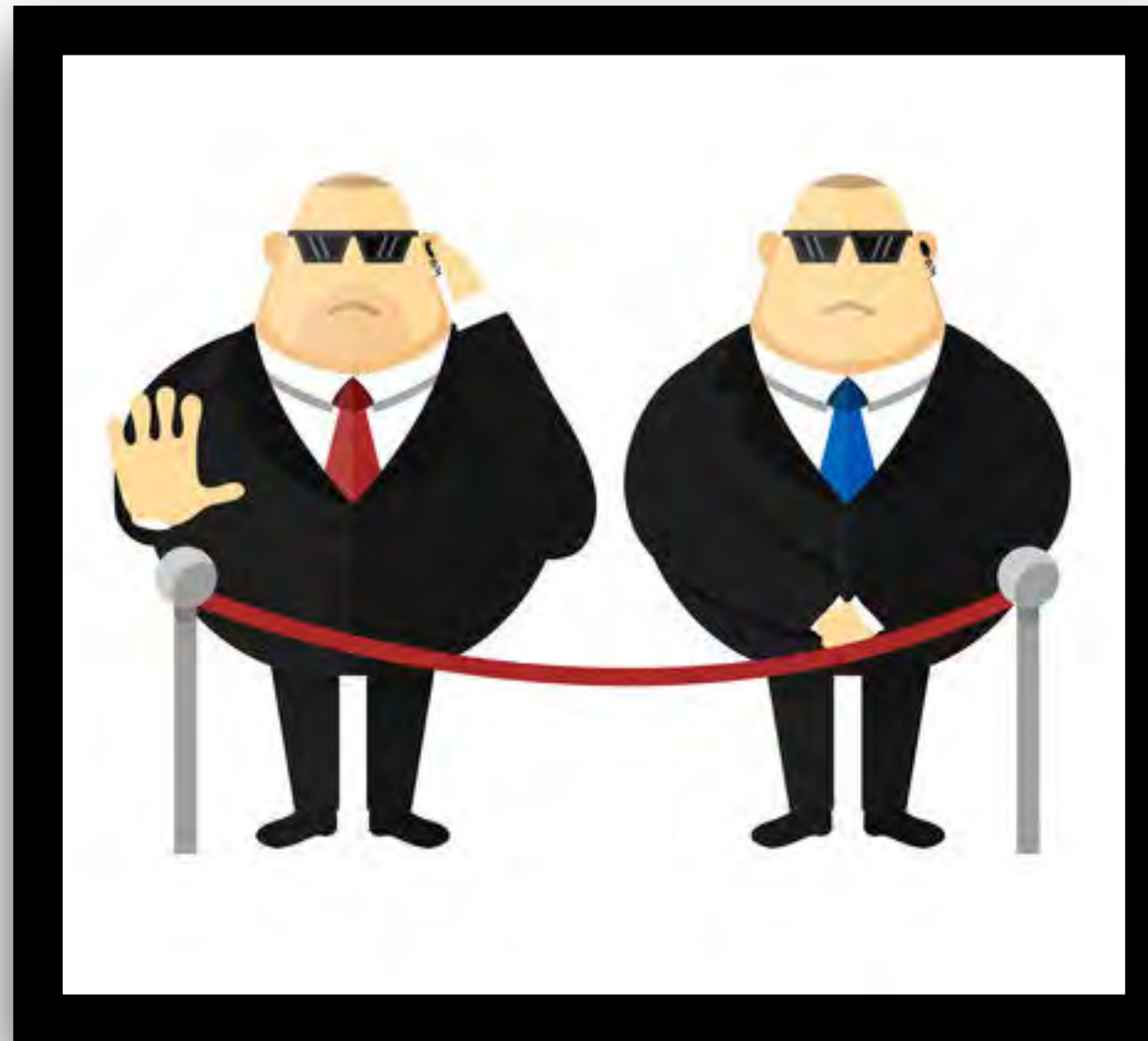
The 3 Secrets to Becoming a Fearless Prospector

BTA - June 2022 Building My Business Webinar Session

3 Areas of Focus Today

**NO
SOLICITING**

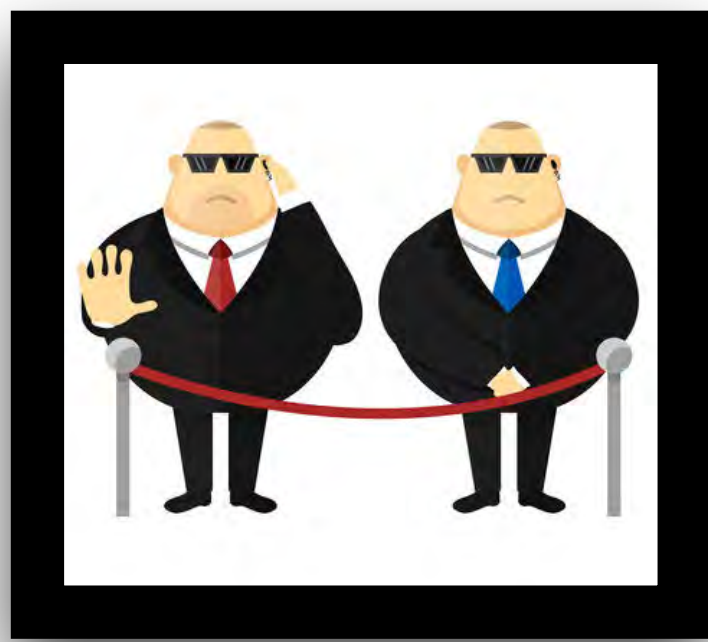
How To Get Past The
Gatekeeper In Person



Gatekeeper 301



How To Get Past The
Gatekeeper Over The Phone



Gatekeeper 301

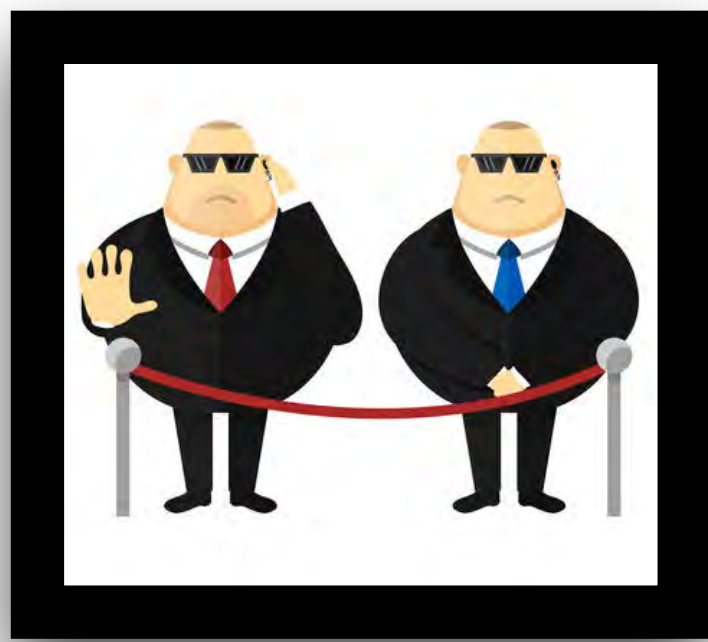
The 7 Gatekeeper Myths That People **THINK** Actually Work



Gatekeeper 301

The 7 Gatekeeper Myths

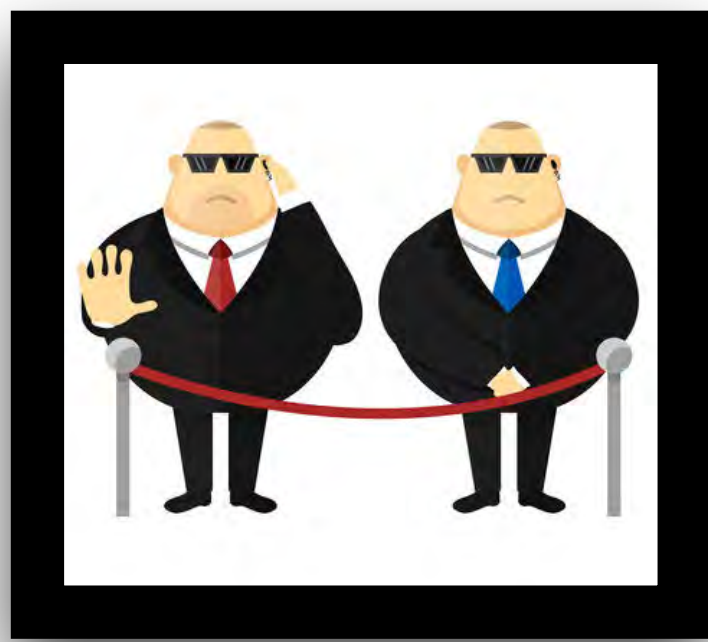
MYTH #7: Be Honest With Them...



Gatekeeper 301

The 7 Gatekeeper Myths

MYTH #6: Explain To Them Why You're There...



Gatekeeper 301

The 7 Gatekeeper Myths

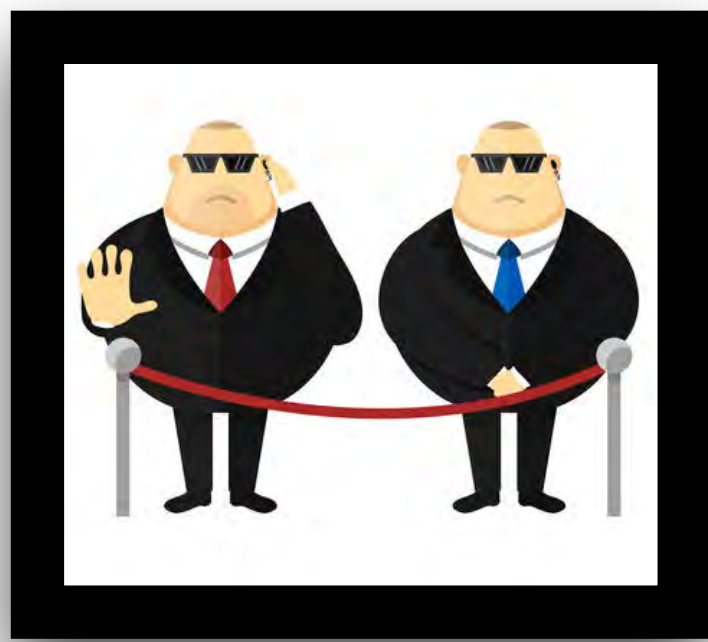
MYTH #5: Make Them Laugh...



Gatekeeper 301

The 7 Gatekeeper Myths

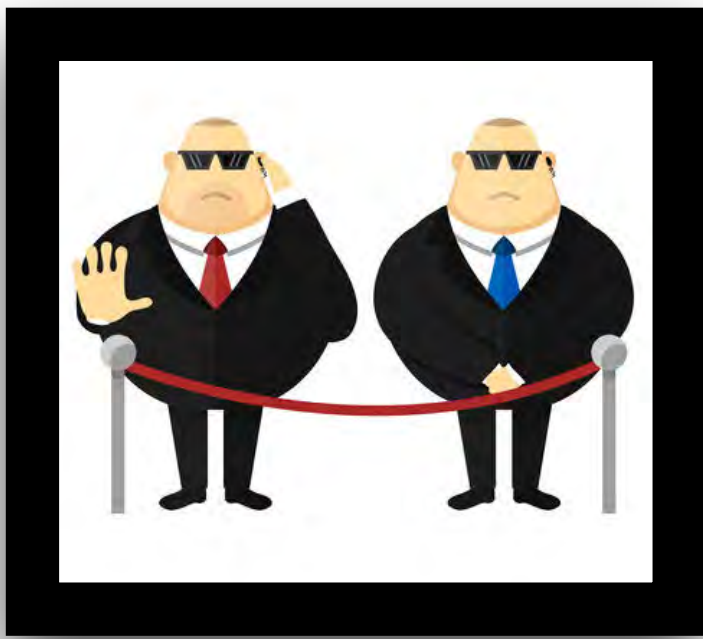
MYTH #4: Use A Referral Client...



Gatekeeper 301

The 7 Gatekeeper Myths

MYTH #3: Ask Them For Help...



Gatekeeper 301

The 7 Gatekeeper Myths

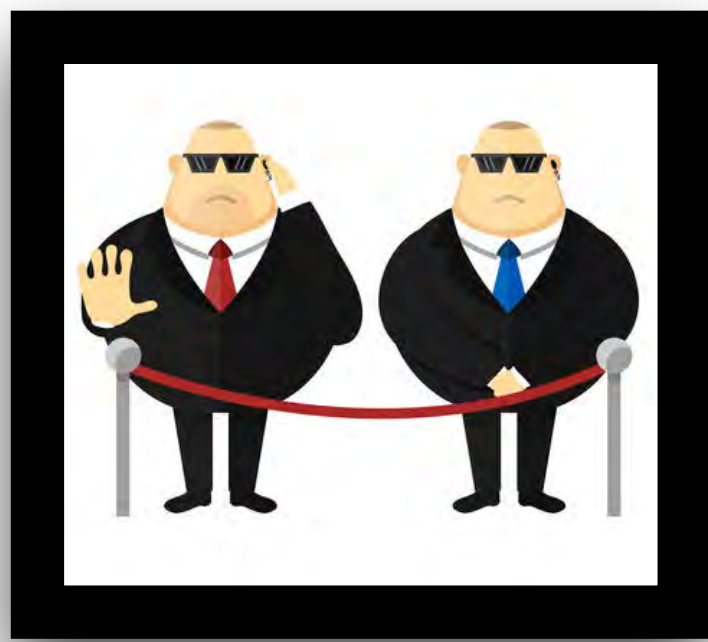
MYTH #2: Act Like A Big Shot...



Gatekeeper 301

The 7 Gatekeeper Myths

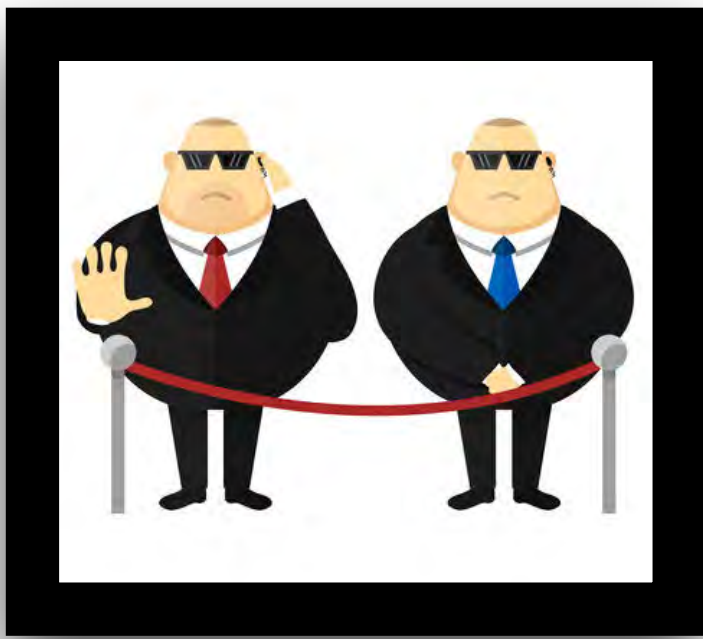
MYTH #1: Become Their Friend



Gatekeeper 301

The 7 Gatekeeper Myths

Ready For A Dose Of Reality?



Gatekeeper 301

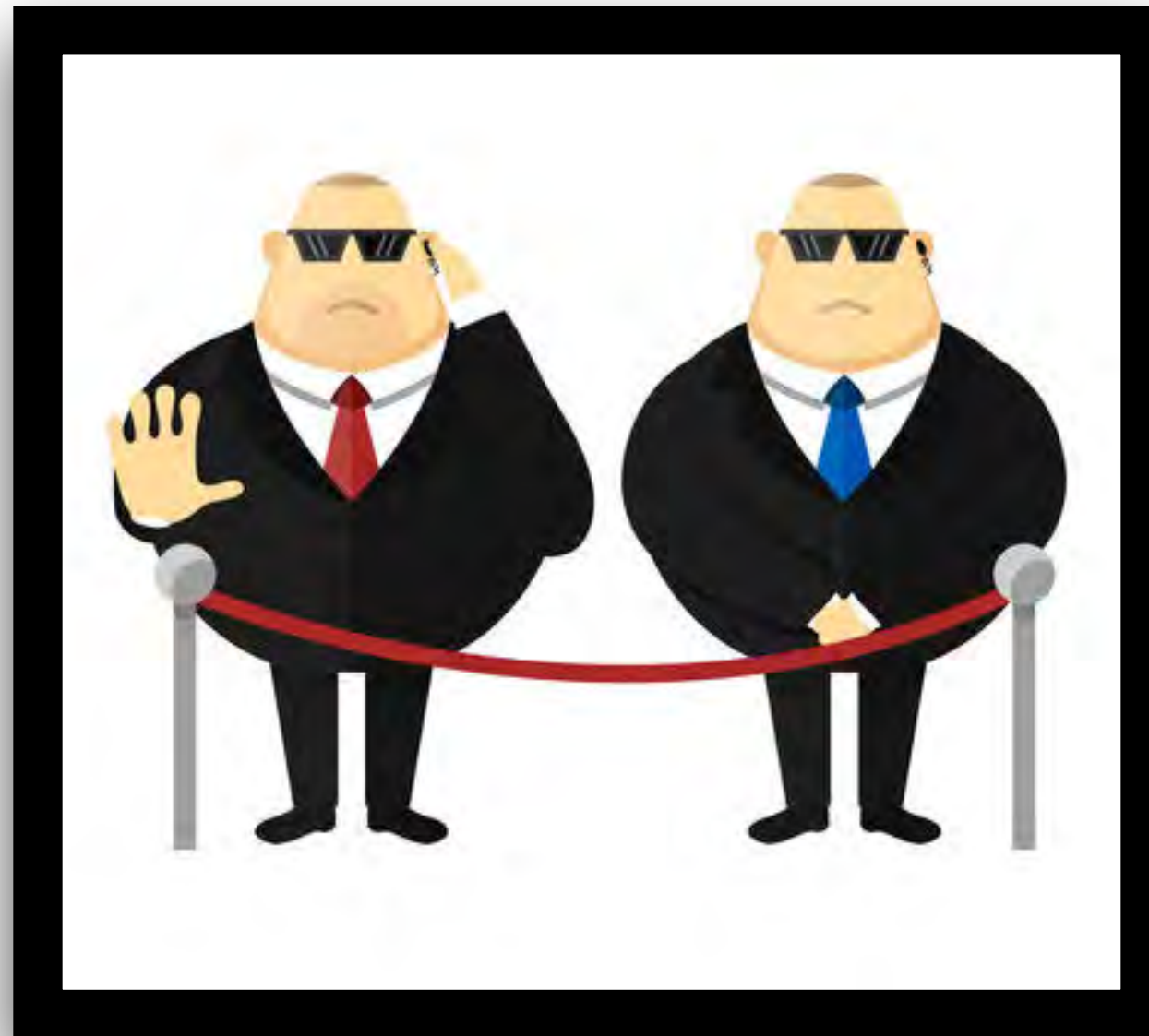
The 7 Gatekeeper Myths

What Is A Gatekeeper's Job?

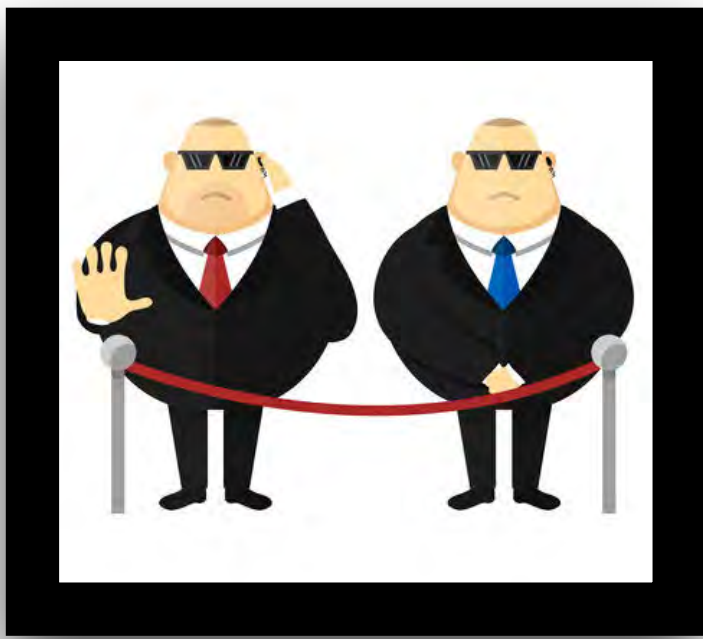


Gatekeeper 301

The 7 Gatekeeper Myths



TO KEEP YOU OUT!

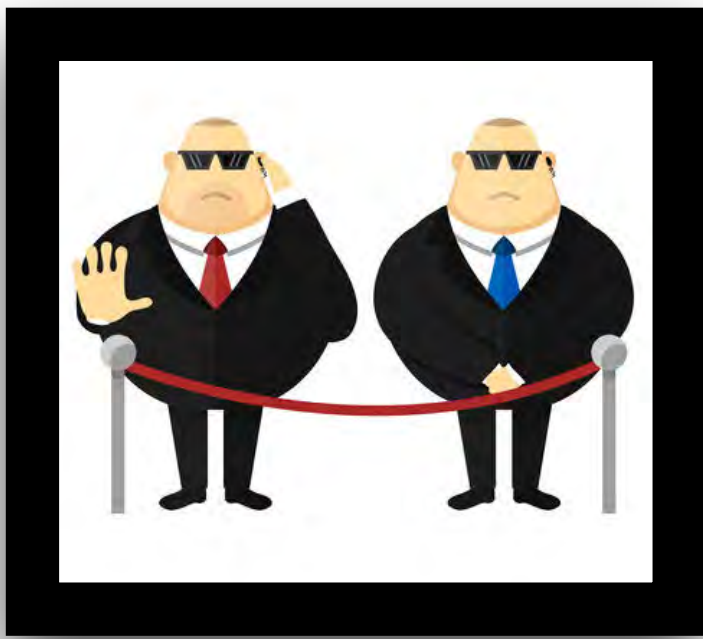


Gatekeeper 301

The 7 Gatekeeper Myths



Myth #7: Be Honest With Them...

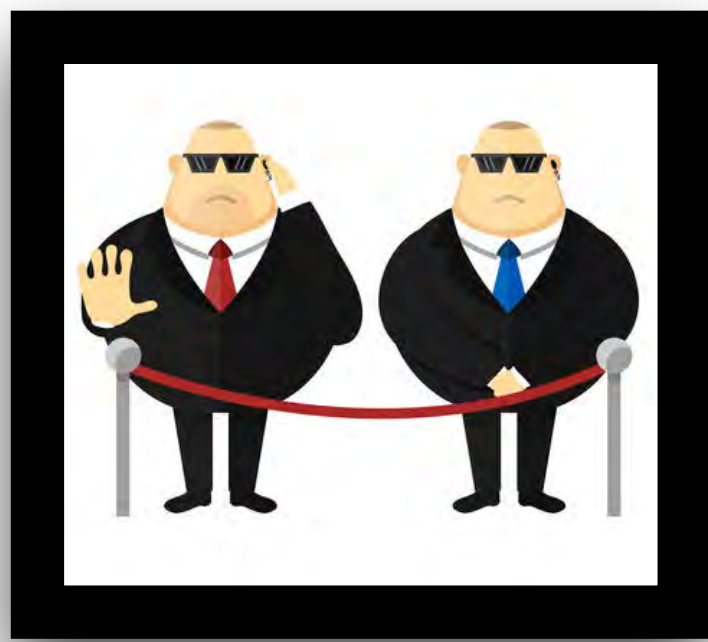


Gatekeeper 301

The 7 Gatekeeper Myths



MYTH #6: Explain To Them Why You're There...

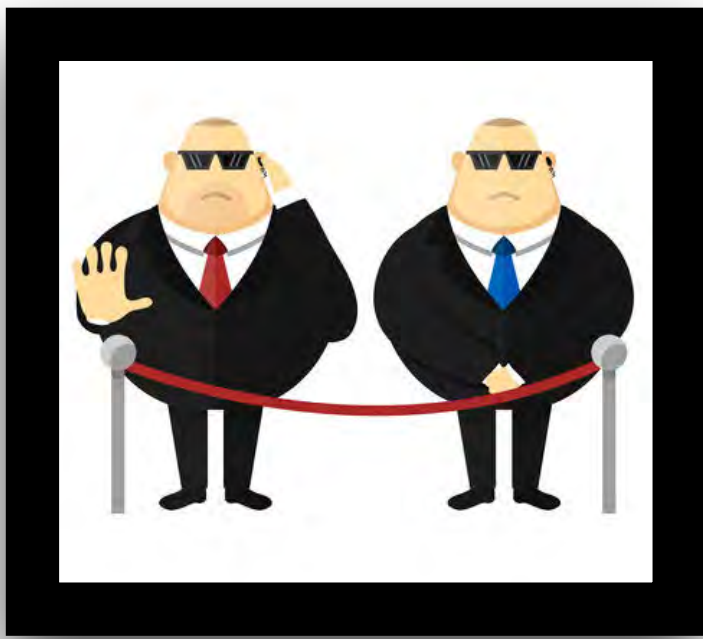


Gatekeeper 301

The 7 Gatekeeper Myths

Your
Important
Brochure
Goes Here...



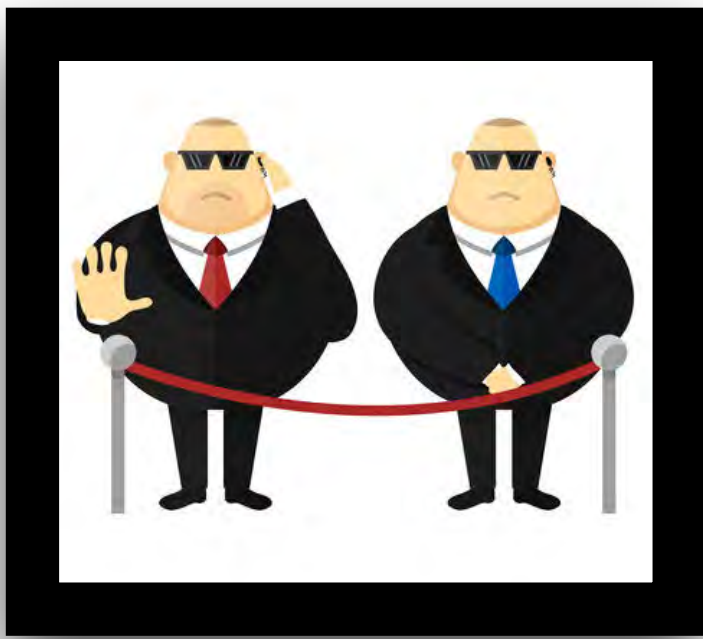


Gatekeeper 301

The 7 Gatekeeper Myths



MYTH #5: Make Them Laugh...

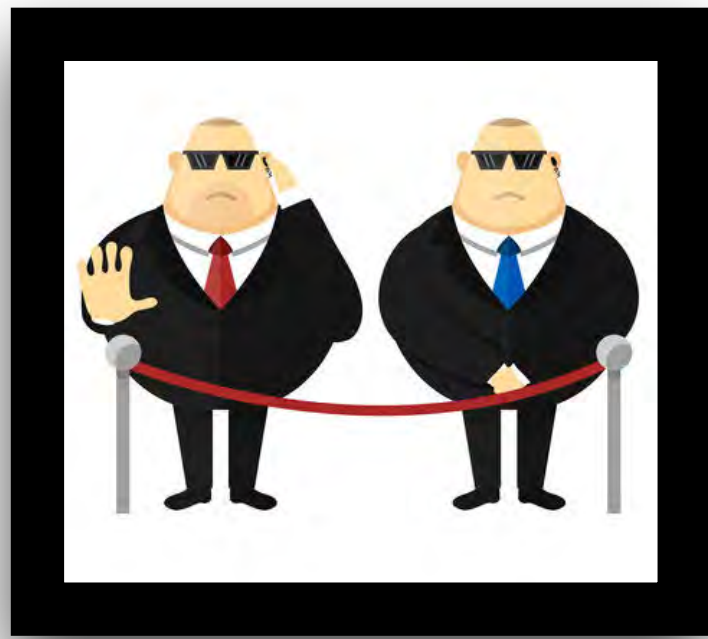


Gatekeeper 301

The 7 Gatekeeper Myths



MYTH #4: Use A Referral Client...

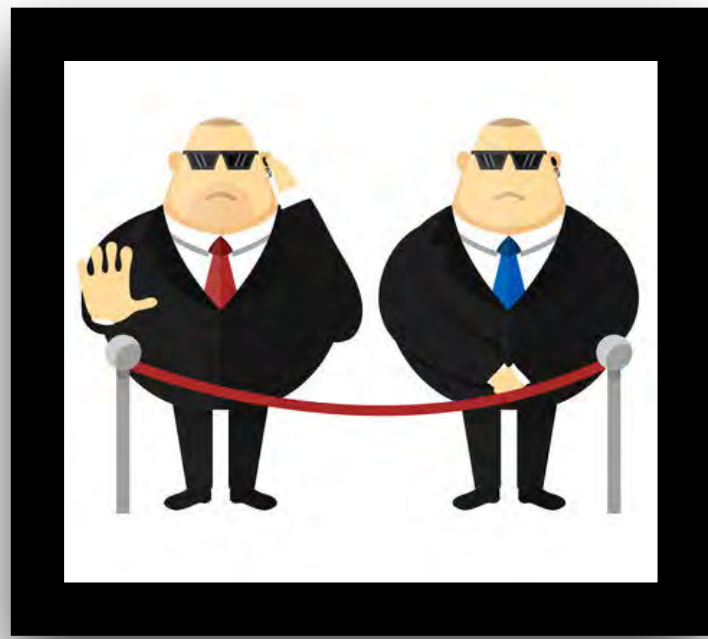


Gatekeeper 301

The 7 Gatekeeper Myths



MYTH #3: Ask Them For Help...

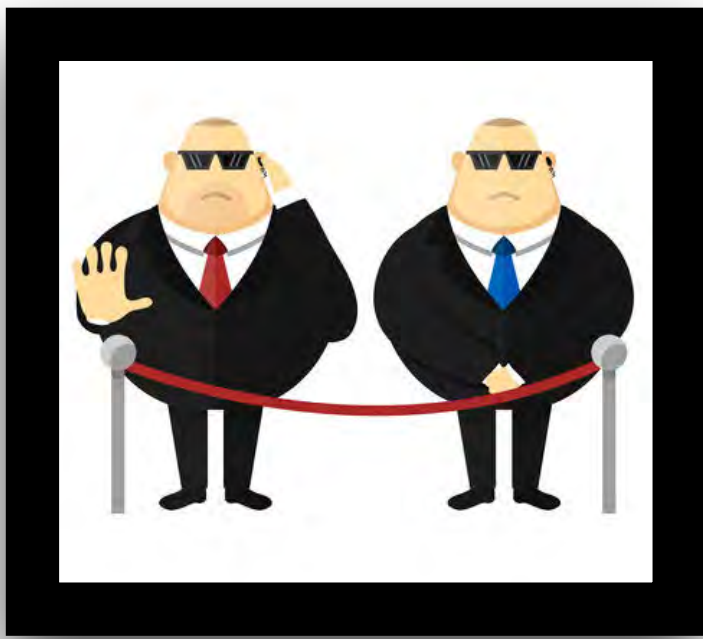


Gatekeeper 301

The 7 Gatekeeper Myths



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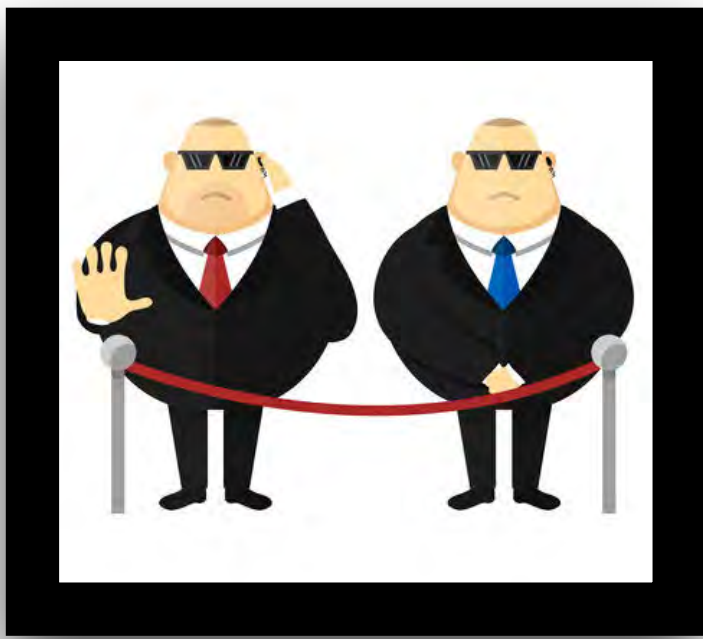


Gatekeeper 301

The 7 Gatekeeper Myths



MYTH #1: Become Their Friend

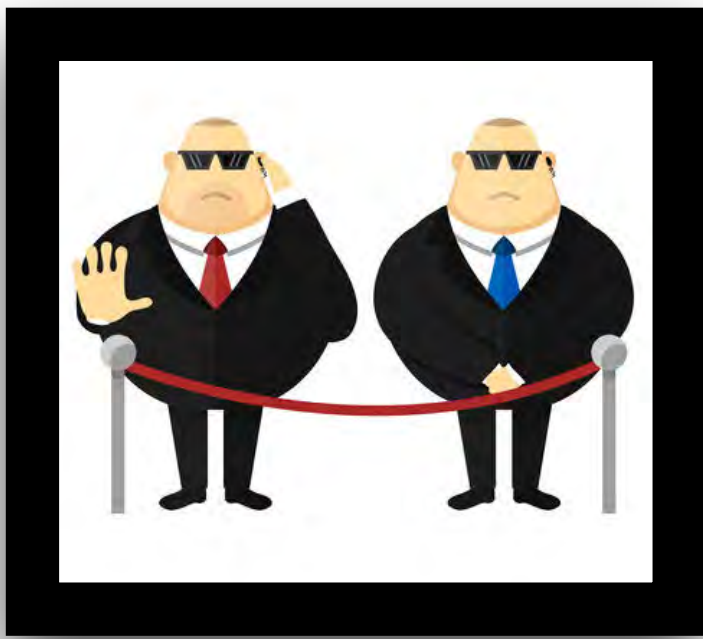


Gatekeeper 301



How do you get
past this monster?

<https://www.modernsalestraining.com/resources/blog/cold-calling/gatekeeper/>



Secret #1

Gatekeeper 301

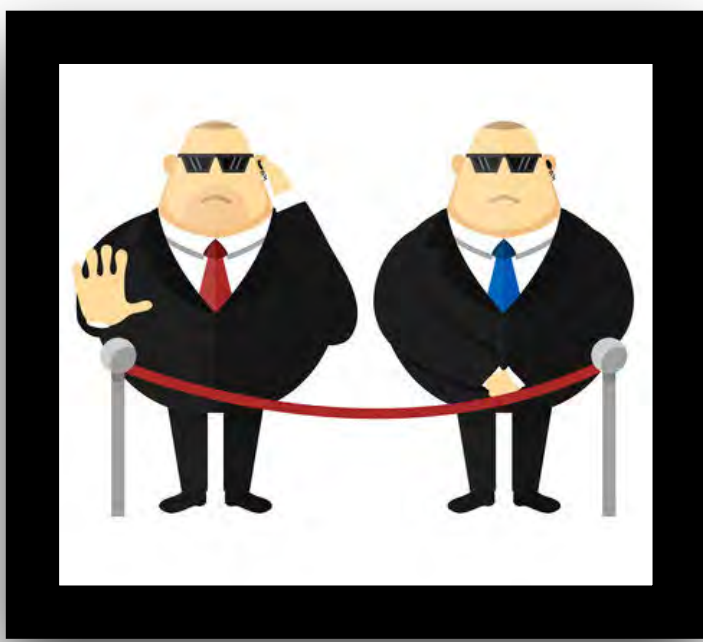
Learn How To Deal With The 3 Types Of Gatekeepers



Secret #1

Gatekeeper 301

The Rookie Gatekeeper



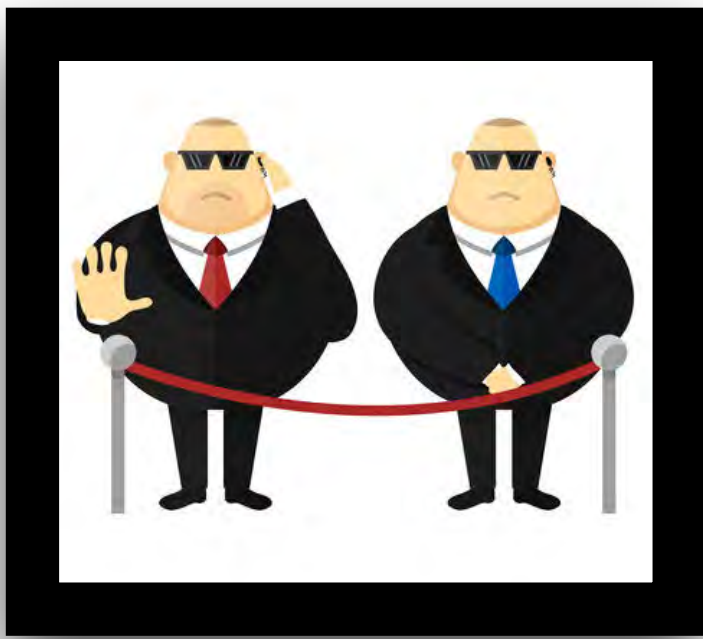
Secret #1

Gatekeeper 301

The Rookie Gatekeeper

How To Spot Them:

- Extremely Friendly
- Wants to help!
- Naive / Innocent (Haven't Got In Trouble Yet)
- Assumes Everyone Has A Meeting
- Doesn't Screen Well Yet
- Doesn't have good information ... regardless of your questioning
- Susceptible to: The 7 Myths



Secret #1

Gatekeeper 301

The Rookie
Gatekeeper

**The Temporary
Gatekeeper**



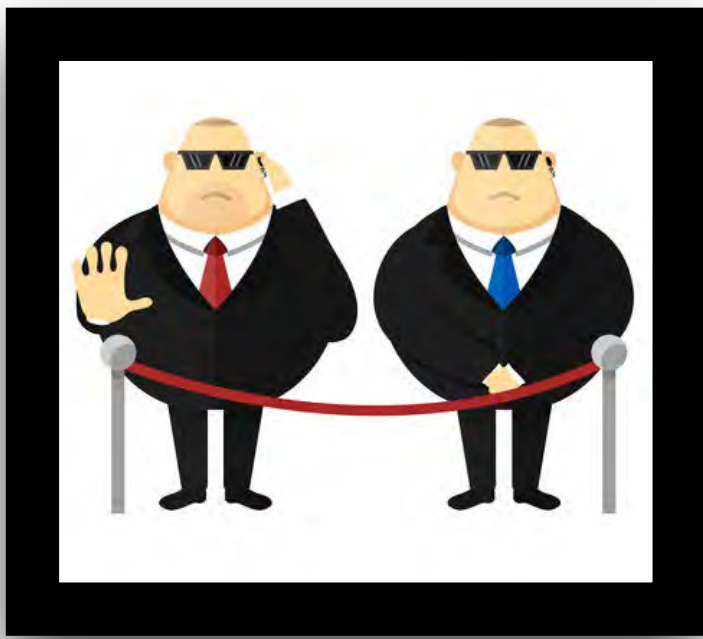
Secret #1

Gatekeeper 301

The Temporary Gatekeeper

How To Spot Them:

- This person is covering for the normal gatekeeper
- Don't really care about what they're doing. It's not their job
- They won't get in trouble for sending you through...
- Usually tell you that this isn't their normal job
- They don't like the idea that they are working the front desk
- Will sometimes try to do a decent job but if they don't, oh well.
- Will give up good info if you ask the right questions



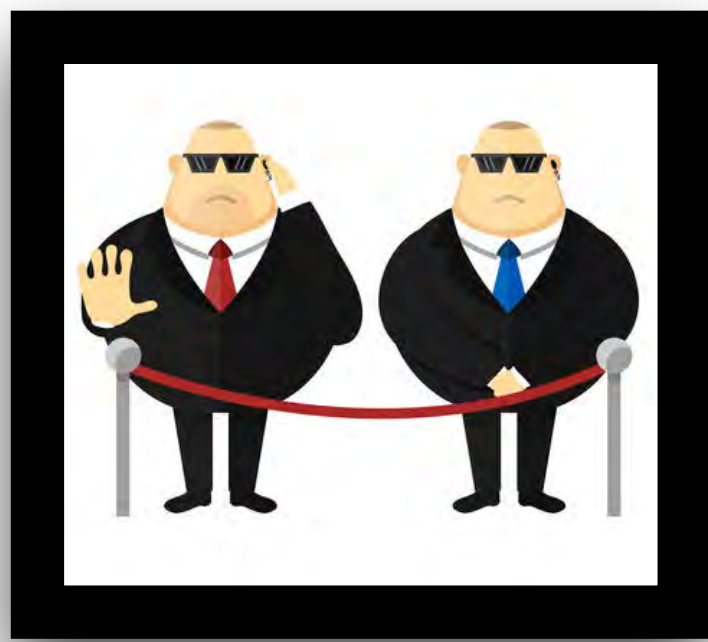
Secret #1

Gatekeeper 301

The Rookie
Gatekeeper

The Temporary
Gatekeeper

**The Pro
Gatekeeper**



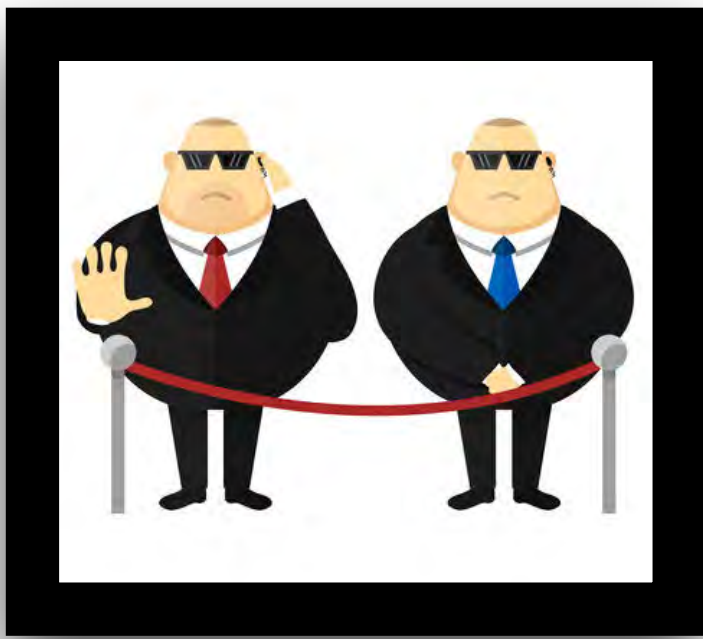
Secret #1

Gatekeeper 301

The Pro Gatekeeper

How To Spot Them:

- They are good at what they do...
- SCREENING!
- They are skeptical of you
- They work magic on the phone ...
- They direct traffic
- They are bossy ... really confident



Secret #1

Gatekeeper 301

If You Are Dealing With A Pro Gatekeeper...

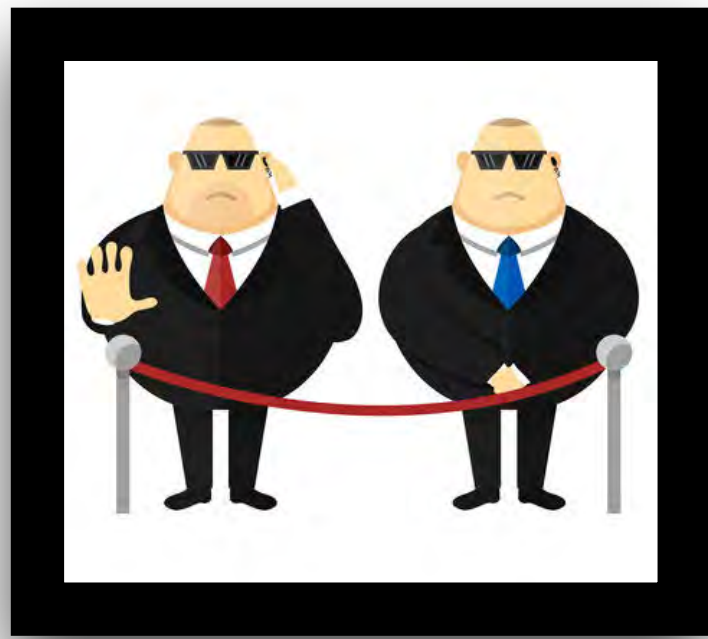


Secret #1

Gatekeeper 301

It's A Good Opportunity!

So What's the Fix.....?

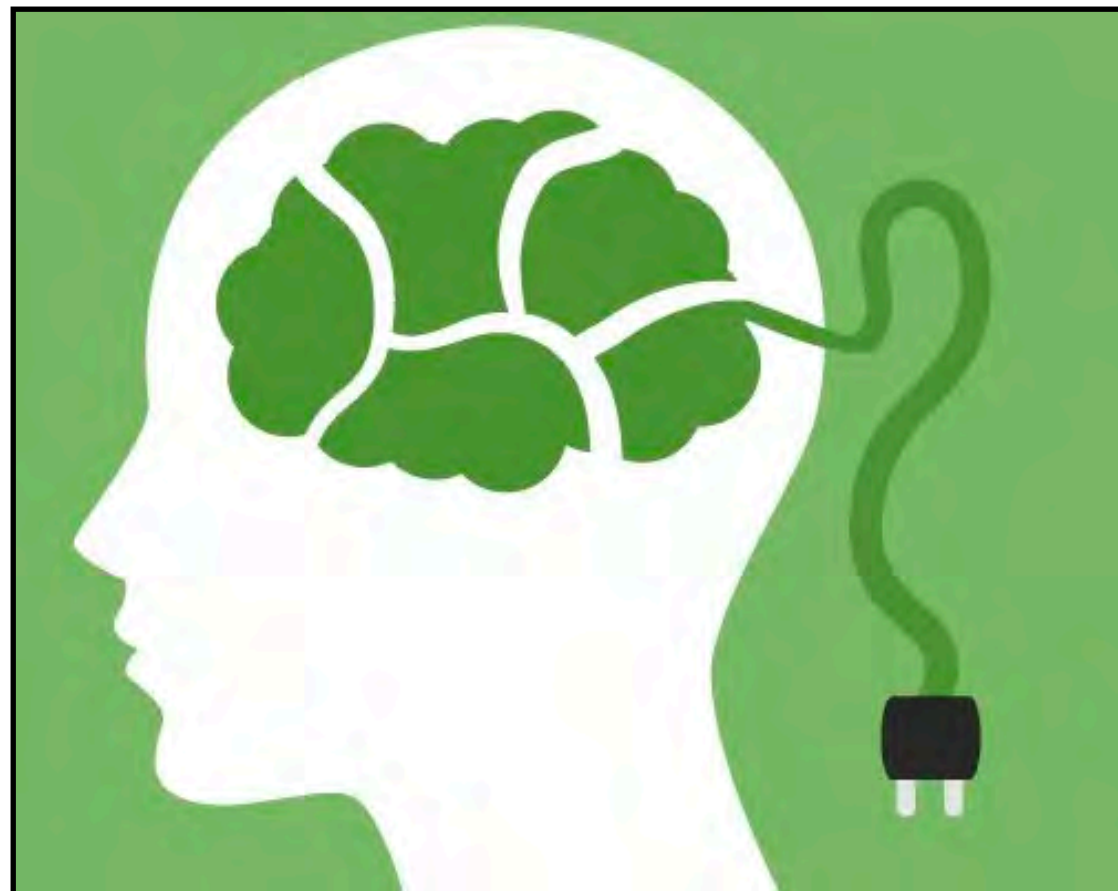


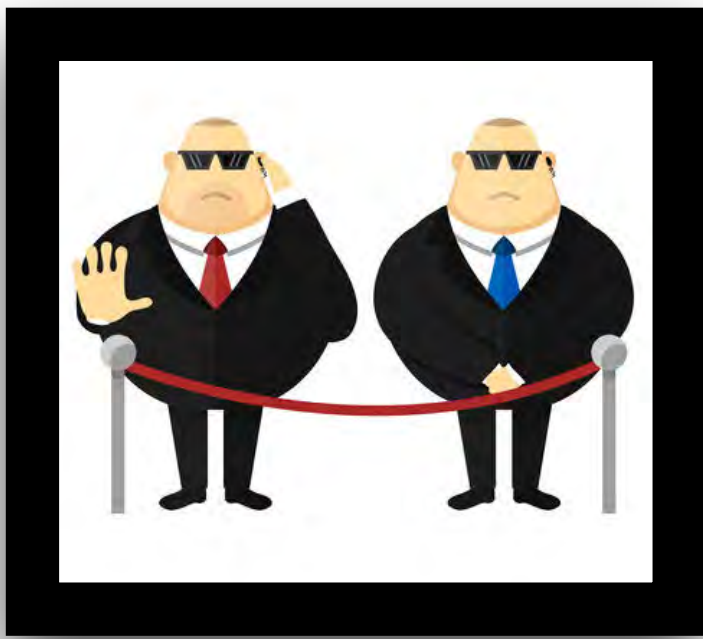
Secret #1

Gatekeeper 301: Getting past the Pro Gatekeeper

Step One

Get Your Mind Right



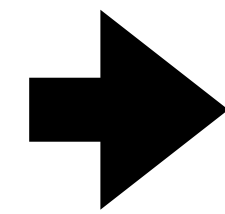


Secret #1

Gatekeeper 301: Getting past the Pro Gatekeeper

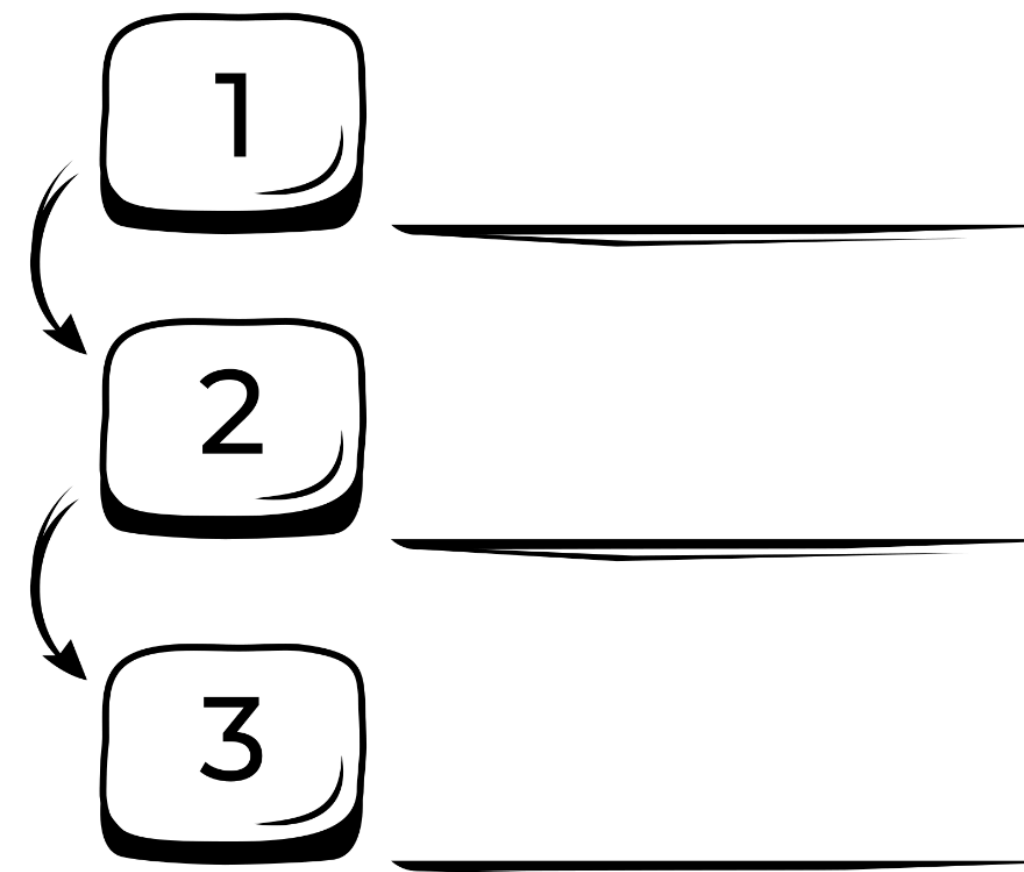
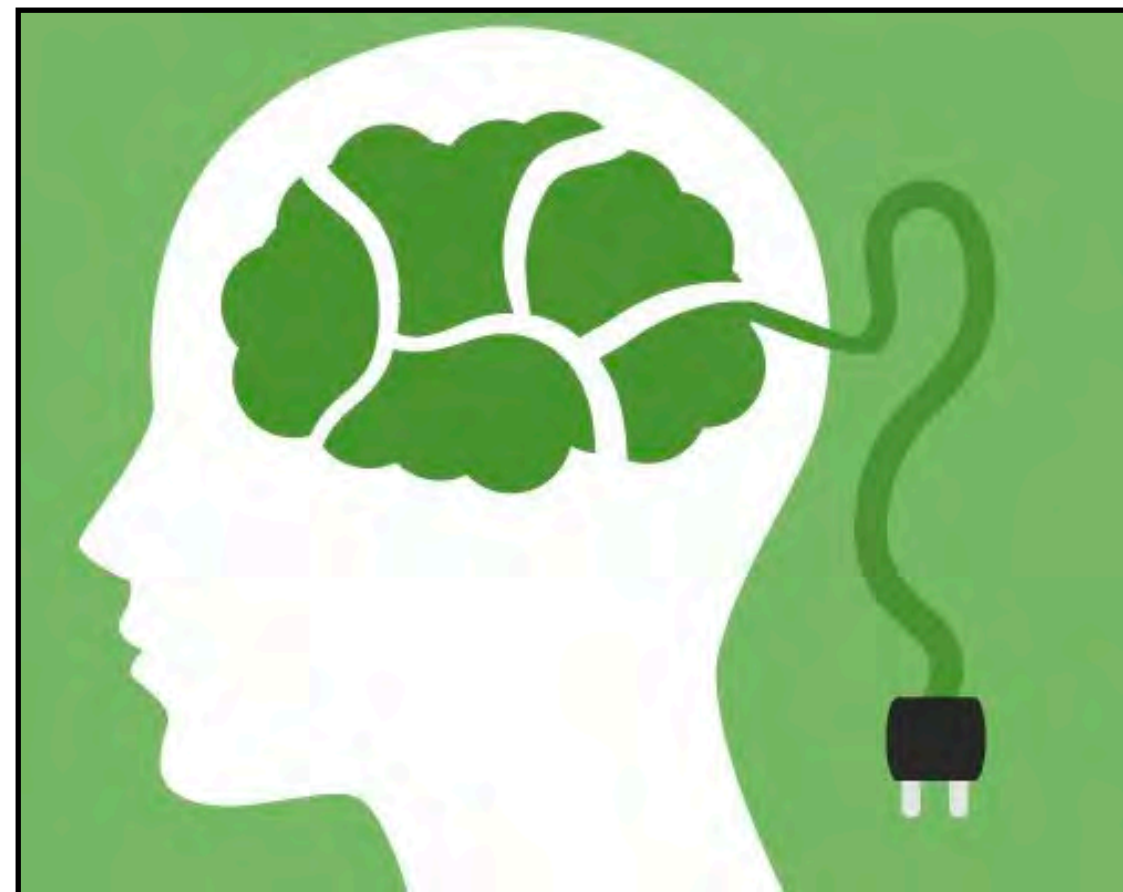
Step One

Get Your Mind Right



Step Two

Put A System In Place



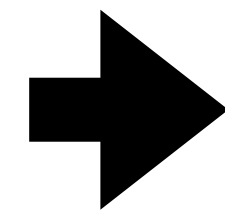


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Gatekeeper 301: Getting past the Pro Gatekeeper

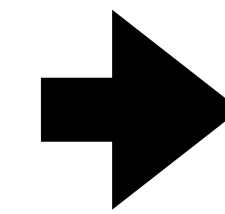
Step One

Get Your Mind Right



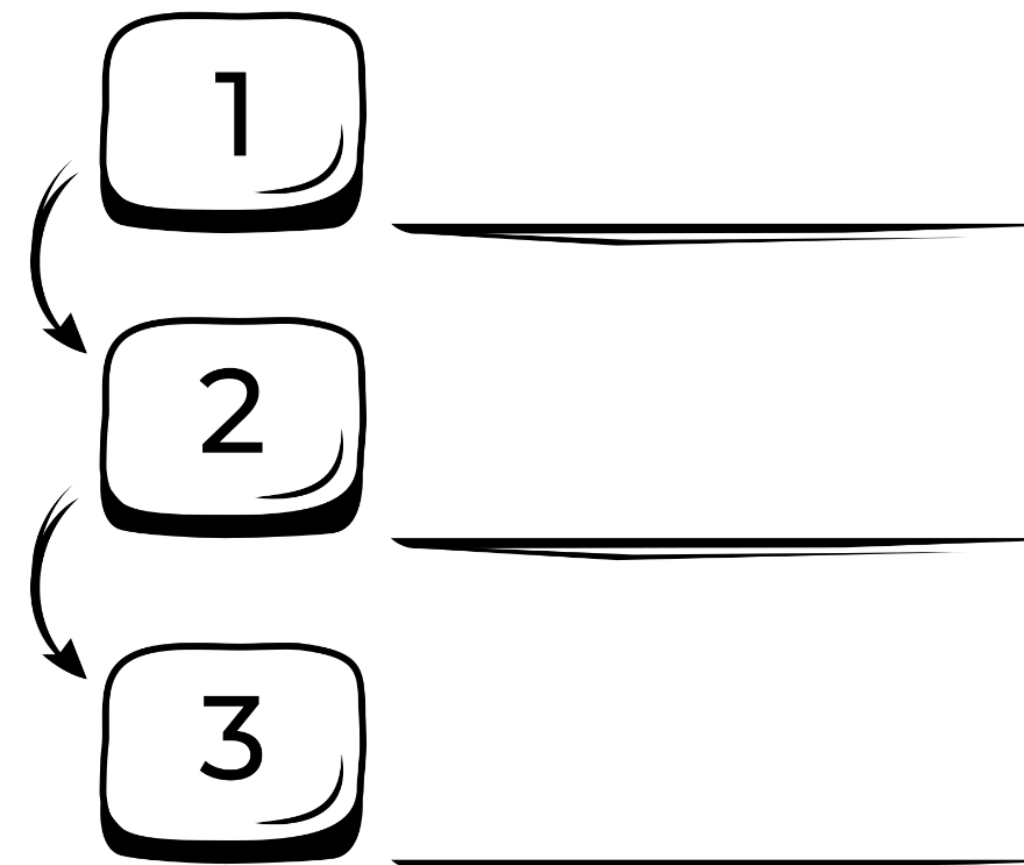
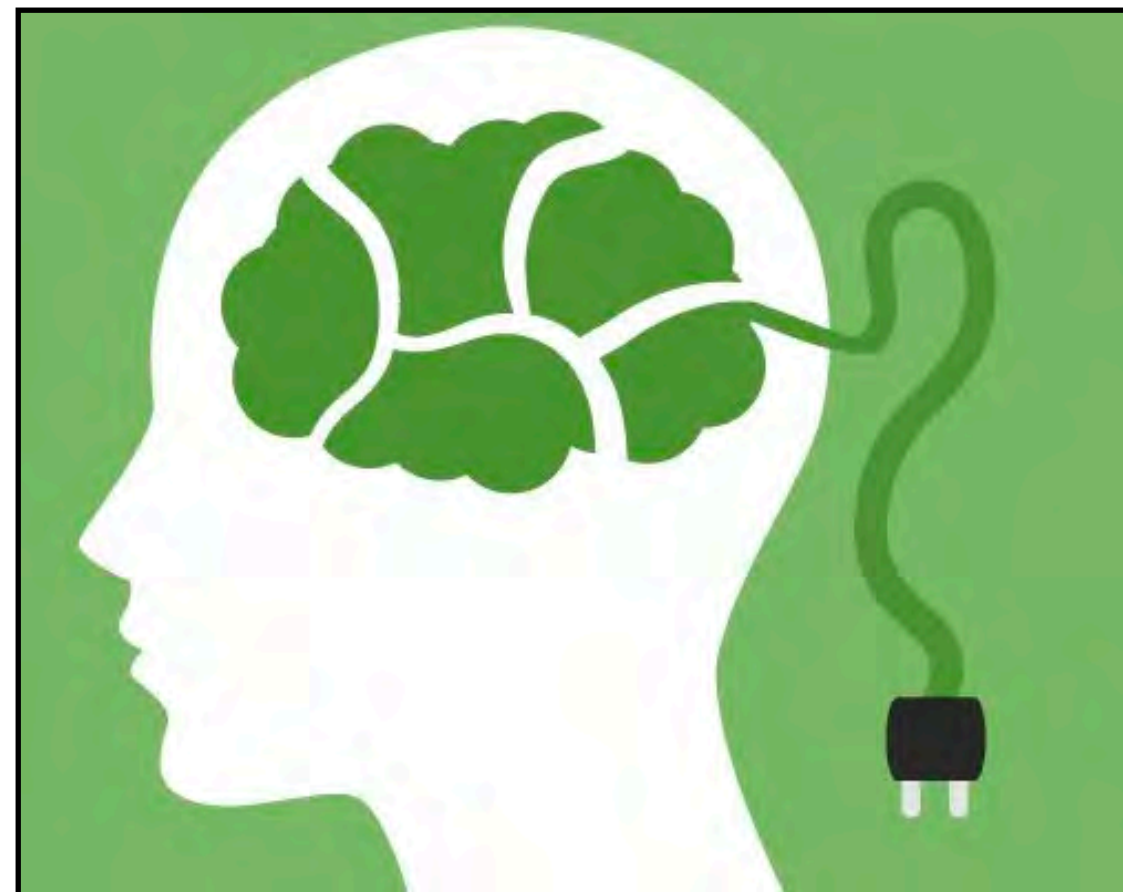
Step Two

Put A System In Place

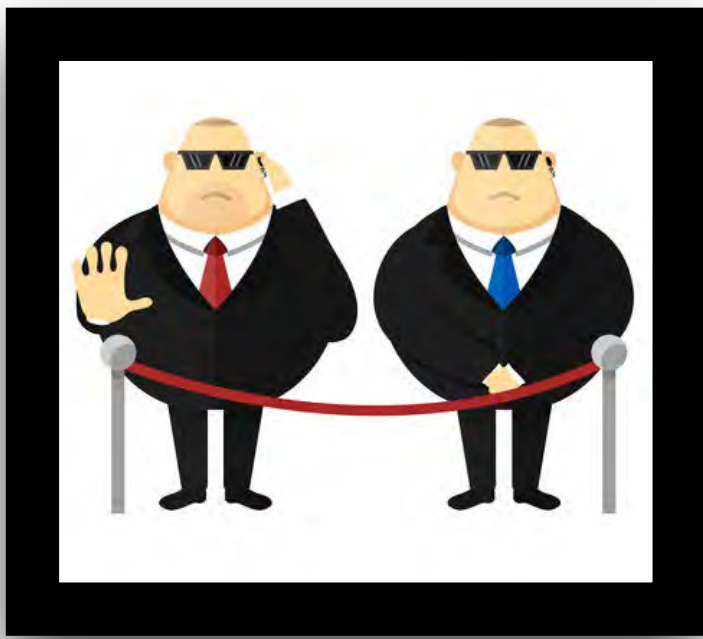


Step Three

Don't Forget Your Goal



1). Reach a DM Live

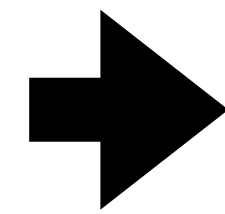


Secret #1

Gatekeeper 301: Getting past the Pro Gatekeeper

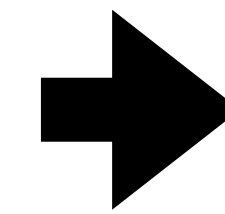
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Get Your Mind Right



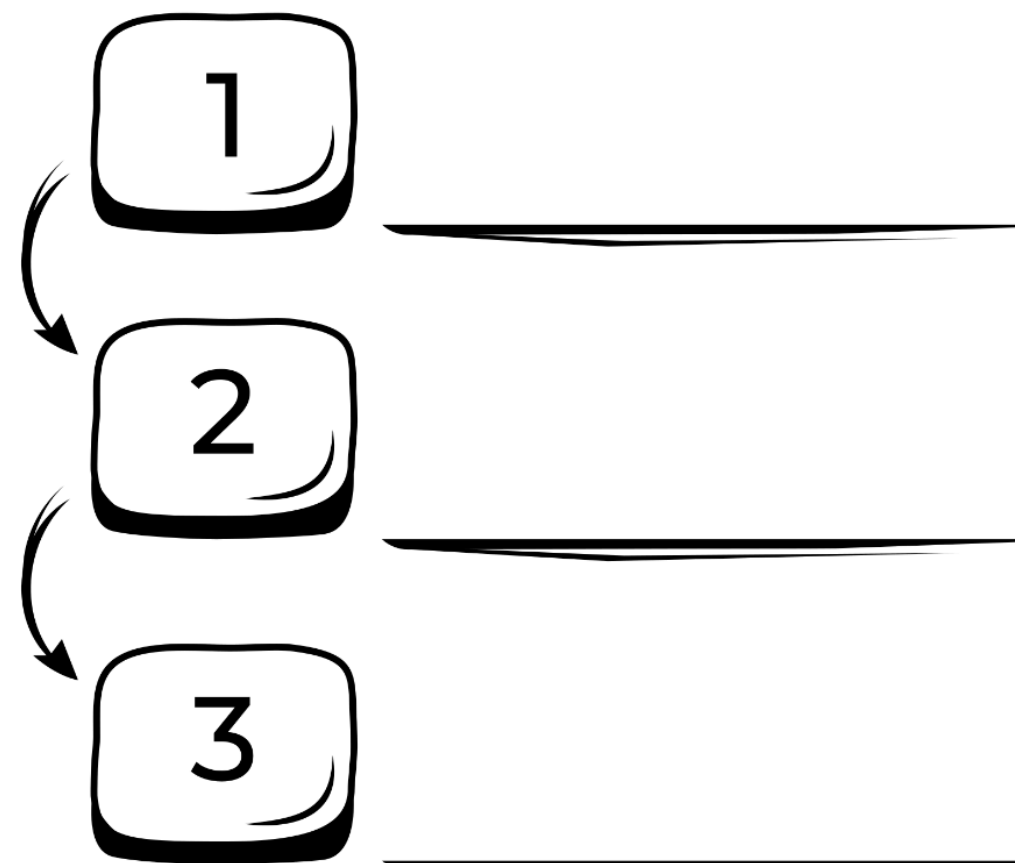
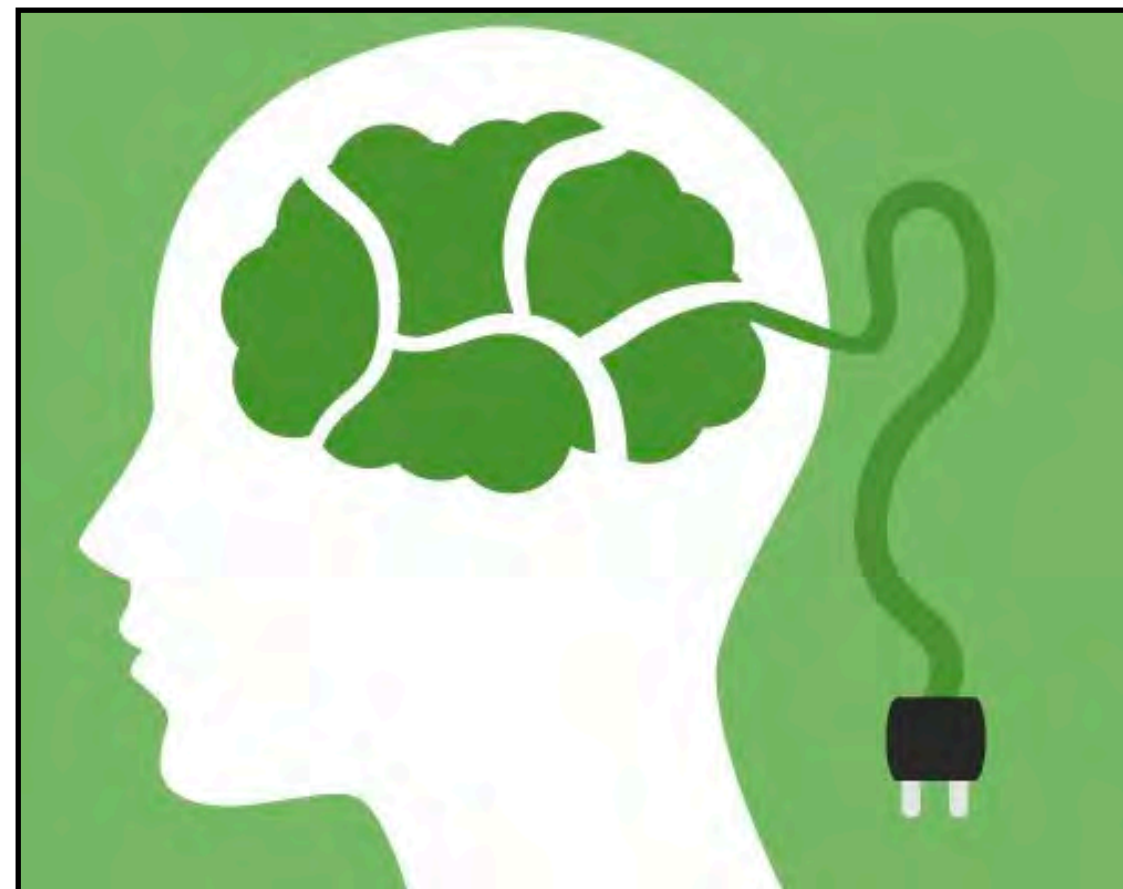
Step Two

Put A System In Place



Step Three

Don't Forget Your Goal



1). Reach a DM Live

2). Get Key Information

1 Secret Down ... 2 to Go!



How To Get Past The
Gatekeeper In Person

**NO
SOLICITING**



**NO
SOLICITING**

Secret #2

Getting Past the Gatekeeper In Person

Don't Wake Them Up From Their Zone!

**NO
SOLICITING**

Secret #2: Don't Wake Them From Their Zone

Getting Past the Gatekeeper In Person



What is their zone?

**NO
SOLICITING**

Secret #2: Don't Wake Them From Their Zone

Getting Past the Gatekeeper In Person



If something
DiFfeRent happens...

**NO
SOLICITING**



RECEPTION

So What's the Fix.....?



YOUR STRATEGY:

Act Like You Are Supposed To Be There

**NO
SOLICITING**

Secret #2: Don't Wake Them From Their Zone

Getting Past the Gatekeeper In Person

Just Use These Magic 12 Words...

**NO
SOLICITING**

Secret #2: Don't Wake Them From Their Zone

Getting Past the Gatekeeper In Person

Just Use These Magic 12 Words...

"I'm here to see Derek.

Will you let him know I'm here?"

Here's where the FEAR creeps in...

But it doesn't need to!

Because we KNOW what they will say!



Secret #2: Don't Wake Them From Their Zone

Getting Past the Gatekeeper In Person

You said...

They will say...

Just Use These Magic 12 Words...

"I'm here to see Derek.

Will you let him know I'm here?"



Secret #2: Don't Wake Them From Their Zone

Getting Past the Gatekeeper In Person

You said...

They will say...

Just Use These Magic 12 Words...

"I'm here to see Derek.

Will you let him know I'm here?"

1. What is your name?



Secret #2: Don't Wake Them From Their Zone

Getting Past the Gatekeeper In Person

You said...

They will say...

Just Use These Magic 12 Words...

"I'm here to see Derek.

Will you let him know I'm here?"

1. What is your name?
2. **What company are you with?**



Secret #2: Don't Wake Them From Their Zone

Getting Past the Gatekeeper In Person

You said...

They will say...

Just Use These Magic 12 Words...

"I'm here to see Derek.

Will you let him know I'm here?"

1. What is your name?
2. What company are you with?
3. **Did you have an appointment?**



Secret #2: Don't Wake Them From Their Zone

Getting Past the Gatekeeper In Person

You said...

Just Use These Magic 12 Words...

"I'm here to see Derek.

Will you let him know I'm here?"

They will say...

1. What is your name?
2. What company are you with?
3. **Did you have an appointment?**

As long as you are ready for THIS, they will stay in their zone.

2 Secrets Down ... Last One!



How To Get Past The
Gatekeeper Over The Phone

How to Get Past the Gatekeeper

Over the Phone



Now they can't see you.

They can't tell by the way you walk.

How to Get Past the Gatekeeper

Over the Phone



Now they can't see you.

They can't tell by the way you walk.

BUT they can tell by the WAY you talk.

AND they NOW have a weapon...

VOICEMAIL.



Secret #3

Getting Past the Gatekeeper Over The Phone

Master Your Phone Navigation Skills That Turn The Gatekeeper Into Your Ally!

Secret #3: Master Your Phone Navigation Skills

Getting Past the Gatekeeper Over The Phone

You Have 2 Challenges Now...

1. The gatekeeper screening you

Don't fear the Gatekeeper.



Secret #3: Master Your Phone Navigation Skills

Getting Past the Gatekeeper Over The Phone



You Have 2 Challenges Now...

1. The gatekeeper screening you
2. Them using their secret weapon (voicemail)

Don't. Hang. Up. The. Phone.

Don't. Leave. A. Voicemail.

So What's the Fix.....?



When You Get Their Voicemail...

Getting Past the Gatekeeper Over The Phone

Hit "0" To Go Back To The Gatekeeper





Secret #3: Phone Navigation Cadence

Getting Past the Gatekeeper Over The Phone PART 2

**Use This 5-Part System That Turns
The Gatekeeper Into Your Ally...**



Secret #3: Phone Navigation Cadence

Getting Past the Gatekeeper Over The Phone PART 2

1. “Do you see _____ in the office today?”



Secret #3: Phone Navigation Cadence

Getting Past the Gatekeeper Over The Phone PART 2

1. “Do you see _____ in the office today?”
2. “Do you know if he/she's in the office?”



Secret #3: Phone Navigation Cadence

Getting Past the Gatekeeper Over The Phone PART 2

1. "Do you see _____ in the office today?"
2. "Do you know if he/she's in the office?"
3. **"Could you check?"**



Secret #3: Phone Navigation Cadence

Getting Past the Gatekeeper Over The Phone PART 2

1. "Do you see _____ in the office today?"
2. "Do you know if he/she's in the office?"
3. "Could you check?"
4. "Does someone sit close to _____ that could let us know if they're there?"



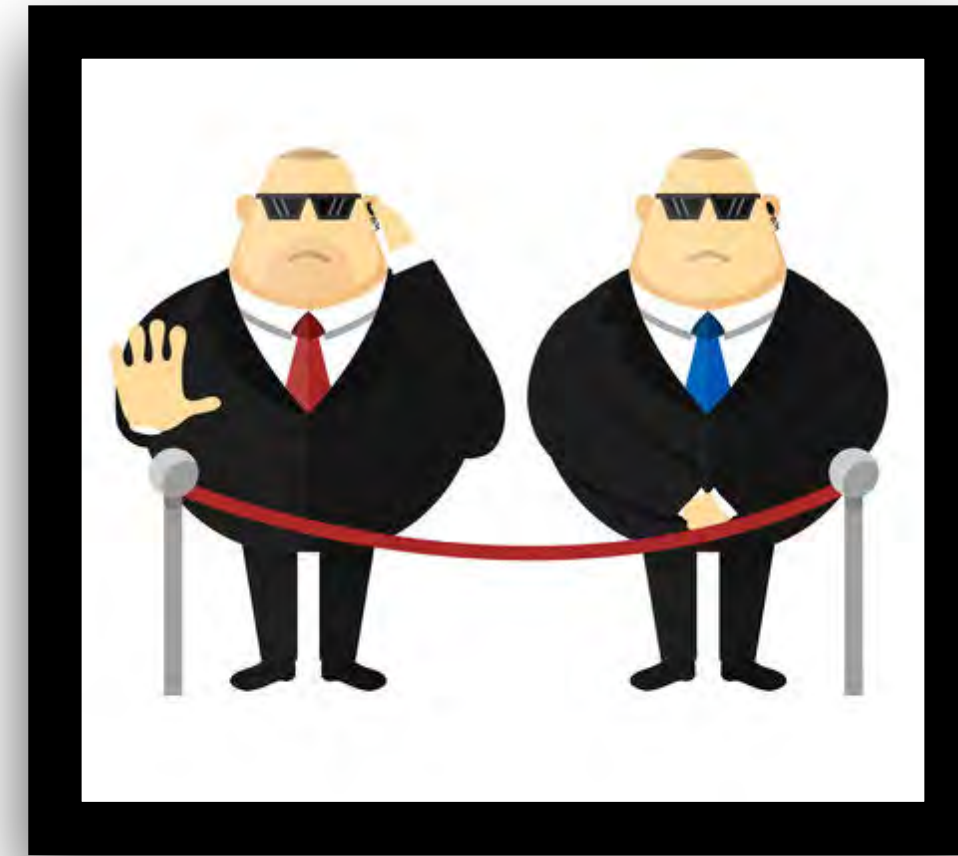
Secret #3: Phone Navigation Cadence

Getting Past the Gatekeeper Over The Phone PART 2

1. “Do you see _____ in the office today?”
2. “Do you know if he/she’s in the office?”
3. “Could you check?”
4. “Does someone sit close to _____ that could let us know if they’re there?”
5. **“Could you transfer me to _____”**

Let's Review!

3 Fearless Prospector Secrets From Today



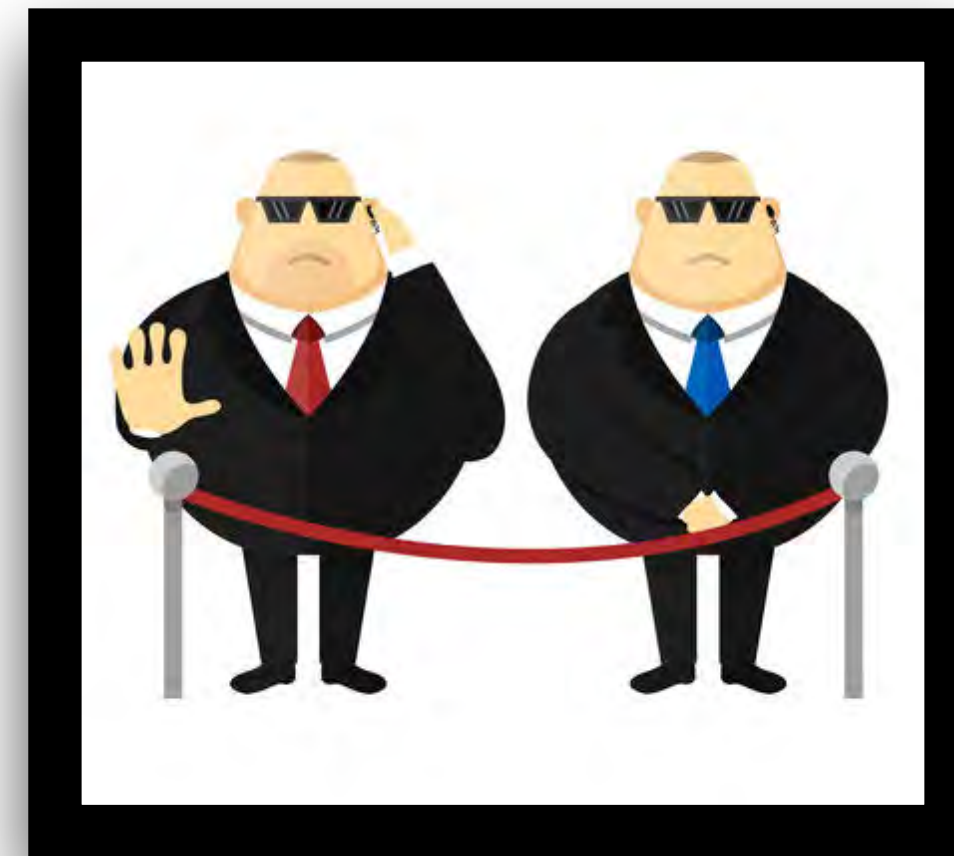
Gatekeeper 301

Secret #1: Understand How To Deal With The 3 Types Of Gatekeepers

3 Fearless Prospector Secrets From Today



How To Get Past The Gatekeeper In Person



Gatekeeper 301

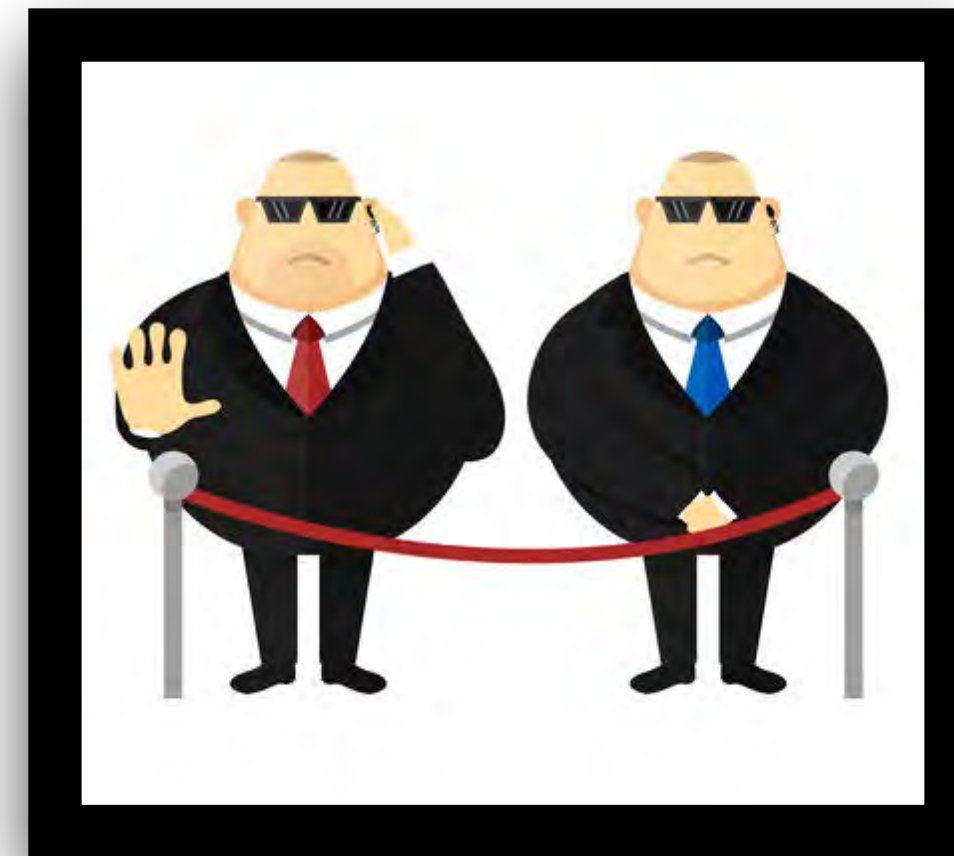
Secret #1: Understand How To Deal With The 3 Types Of Gatekeepers

Secret #2: Don't Wake The Pro Gatekeeper Up From Their Zone!

3 Fearless Prospector Secrets From Today



How To Get Past The Gatekeeper In Person



Gatekeeper 301



How To Get Past The Gatekeeper Over The Phone

Secret #1: Understand How To Deal With The 3 Types Of Gatekeepers

Secret #2: Don't Wake The Pro Gatekeeper Up From Their Zone!

Secret #3: Master Your Phone Navigation Skills To Turn The Pro Gatekeeper Into Your Ally

Where Can I Learn More Proven Prospecting Techniques?

Prospecting Resources

www.modernsalestraining.com/BTA



Proven "Industry Specific" Sales Courses

1. Sales In 21 Days (Top Rep AE Course)
2. **The Fearless Prospector** Masterclass
3. The Virtual Selling Machine



Virtual Sales Workshops

1. MPS Acceleration Workshop
2. **Net New Momentum Workshop**



3-Month "Virtual" Sales Bootcamp

1. **Prospecting Camp**
2. First Appointment Camp
3. Building Value Camp