

# “Sales Presentation”

## Buyer

As you approach the gate keeper you will ask; **How are you doing today? Is the owner in?** (I like to get straight to the point. You want to act assertive yet professional in these initial stages).

## Gatekeeper

Most likely the gate keeper will respond by saying; **Can I ask what this about or/can I tell him/her what this is in regard to?**

## Buyer

Then you will respond; **I completely respect your position, I am not here to sell him/her anything; I am here only to discuss a very confidential business matter that the owner would be appreciative to hear. All I need is 2 minutes.**

## Gatekeeper

If the Gate Keeper still does not allow admission into the castle, by saying; **he is not in, can I take a message?**

## Buyer

This is when you will respond by saying; **you sure can but is there a quicker way of getting a hold of him? I am confident that he is going to want to receive this information as soon as possible.**