

**Type of Call: Gatekeeper Call #1**

**Key Takeaways:**

- The recruiter had a prospect's name prior to calling, but still opened the call by asking "*who is the HIM Director?*" Remember that even if you have information, you want to **verify that it is the most accurate information possible**. Even if the gatekeeper shared a name different than who the recruiter had listed, it is possible that the original candidate is still within the department and worthy of a call in the future.
- The recruiter shared a name, and the gatekeeper said that she was out of the office and asked to take a message. Instead of responding to that question, another option could have been to **answer a question with a question** and verify if the individual is, in fact, the HIM Director or ask for the title that the gatekeeper had listed for that individual.
- The gatekeeper asked to take down the name and number of the recruiter, but it is possible that the individual had voicemail; if your intent is to leave a compelling message, remember to **always ask for voicemail** after leaving a written message with the gatekeeper.
- Instead of saying "*if you will let her know that it's*", consider starting with "*she has my information but I'll give it to you so she doesn't have to pull it up*" or "*I'll send her an email as well but I do appreciate you handing her the message when she walks in*" or something similar. This can **give the gatekeeper the impression that you already know the individual**, and you may find that subsequent interrogations are a little less intense.
- Note that when the recruiter said the purpose of the call was that "*it was a medical records matter she needed to discuss with her*", her **tone dropped at the end of the sentence**. This subtle technique helps portray a confident purpose that will have a tougher time being challenged. Note that the recruiter did not say "*um, well I kind of wanted to talk to her about a medical records matter*" – it was a prepared and assertive response.
- Instead of sharing that the purpose of the call is confidential, this recruiter inserted a few specific words that resonated with her industry. "*It's confidential*" can be commonly flagged as the response that a recruiter or salesperson gives to a gatekeeper, so being **prepared with a response that cites specifics that are relevant to the niche** in which she works can help get her message delivered.
- Once sharing her name and number, there could have been an opportunity to **ask one more question before getting off the phone**. What question? It depends on what's important to this recruiter. Is it another name of someone in the department? Is it to be transferred to someone in charge of hiring? Is it to try to get the cell phone of this individual? Is it to get a concrete time when that person is expected back in the office? Is it to be transferred to a less-screened department, such as Accounts Payable, and ask them for the HIM Director to see if it yields different results? Remember – just because you don't have your candidate on the phone doesn't mean you don't have the opportunity to drive the conversation and seek additional information. It simply requires you being prepared in advance to know what you are asking for!