

PATTERN INTERRUPT

Pattern interrupt is predicated on the fact that people often follow a well-worn path throughout the course of standard conversations encountered during the day. Simply put, pattern interrupt is the ability to respond or direct the dialogue in a way that alters the gatekeeper's conditioned questions or responses. This technique certainly can be used in scenarios beyond a gatekeeper, but this section will be dedicated to utilizing pattern interrupt to get past the front door.

One of the challenges we face as recruiters is the task of getting through to your actual prospect. Gatekeepers are trained to answer the phone, gather certain information, and make an assessment as to if that information is worthy of a continued conversation.

With the pattern interrupt technique, it's important to recognize that overall, the questions the receptionist is going to ask can be anticipated. *"Who's calling?" "What company are you with?" "What is this regarding?"* 99% of the time, those are the same set of questions asked across the board, no matter the industry. Therefore, if you can anticipate those questions, you can amend your responses to ones that interrupt the pattern of questions being asked.

Example:

Gatekeeper: *"Whom may I say is calling?"*

Recruiter: *"This is Karen Schmidt with Next Level's Insurance Group – I'm just calling him back."*

You have answered who you are, what organization, and the purpose for the call.

Example:

Gatekeeper: *"ABC Company."*

Recruiter: *"This is Karen Schmidt – can you tell me if you have a (title) based out of your office?"*

Gatekeeper: *"We don't have that person here in our office, but there is one in our corporate office. Do you need that number?"*

Recruiter: *"Perfect – thank you. Can you also tell me who I should ask for in that office?"*

Asking a question first, which redirects the conversation as well as gives you valuable information, can be a way to interrupt the pattern of questioning before it even begins.

Example:

Gatekeeper: *"Where are you calling from?"*

Recruiter: *"Chicago"*

Be completely different than the typical individuals the gatekeeper deals with on a daily basis.

Example:

Gatekeeper: *"Good morning; ABC Company."*

Recruiter: *"Good morning; who am I speaking with?"*

Gatekeeper: *"This is Pat."*

Recruiter: *"Pat, good morning. This is Karen Schmidt calling for Rob."*

Your purpose, with this technique, is to remove the "script" from the gatekeeper's pattern and control the conversation and direction of the dialogue.