

## Sales Systems / Cold Calling

Provide scripts and tactics for getting past gatekeepers (receptionists, assistants, screeners) to reach decision-makers.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Gatekeeper Navigation, Cold Calling, Prospecting

Updated: May 2026

Why This Prompt Exists

Most salespeople get blocked by gatekeepers and don't know how to get through.

You get:

- “They’re in a meeting” (and you say “okay, I’ll call back”)
- “I’ll take a message” (message never reaches them)
- “Send an email” (email ignored)
- no script for getting transferred
- frustration and low connect rates

But gatekeepers are not enemies.

They are doing their job — protecting their executive’s time.

- Be respectful: gatekeepers have power to block or help
- Have a specific reason: “I’m following up on [specific topic]”
- Use the prospect’s name correctly (pronunciation matters)
- Ask for help: “Can you help me reach them?”

Without gatekeeper scripts, you never reach decision-makers.

This framework forces AI to provide scripts that get you through.

## The Prompt

Assume the role of a cold calling coach who helps salespeople navigate gatekeepers.

Your task is to create gatekeeper navigation scripts.

Generate:

1. INITIAL REQUEST SCRIPT
  - How to ask for the prospect by name
  - Confident, not aggressive
2. RESPONSE TO "WHO'S CALLING?" SCRIPT
  - Name, company, reason (short)
3. RESPONSE TO "WHAT'S THIS REGARDING?" SCRIPT
  - Specific, credible reason
  - Problem or result focused
4. RESPONSE TO "THEY'RE IN A MEETING" SCRIPT
  - Ask for best time to call back
  - Get a specific time commitment
5. RESPONSE TO "SEND AN EMAIL" SCRIPT
  - Agree, then ask for direct email address
  - Ask what subject line they'll look for
6. RESPONSE TO "I'LL TAKE A MESSAGE" SCRIPT

- Leave a clear, actionable message
- Ask when they'll deliver it

## 7. ESCALATION TACTICS

- When to ask for a different contact
- How to ask for help

### INPUTS:

Prospect Name:

[INSERT]

Prospect Role:

[INSERT]

Prospect Company:

[INSERT]

Your Name:

[INSERT]

Your Company:

[INSERT]

Reason for Calling (specific):

[E.G., "Following up on CRM automation for sales teams"]

Gatekeeper's Likely Title:

[E.G., "Executive Assistant," "Receptionist," "Office Manager"]

## RULES:

- Be respectful (gatekeepers can block or help you)
- Have a specific reason (not "checking in")
- Use the prospect's name correctly
- Ask for help, don't demand
- Get a specific commitment (time, email subject line)
- Never lie or be deceptive
- Know when to give up (don't be a pest)

## How To Use It

- Be respectful — gatekeepers can block or help you.
- Have a specific reason for calling (not “checking in”).
- If they say “send an email,” ask what subject line to use.
- Get a specific callback time commitment.
- Never lie — if caught, you’ll never get through.

## Example Input

**Prospect Name:** Sarah Chen

**Prospect Role:** VP of Sales

**Prospect Company:** ScaleFlow

**Your Name:** Alex Rivera

**Your Company:** CRMPro

**Reason for Calling:** Following up on CRM automation that saves sales teams 4+ hours/week

**Gatekeeper's Likely Title:** Executive Assistant

## Why It Works

Most salespeople get blocked by gatekeepers.

This framework improves outcomes by forcing:

- respectful approach (relationship building)
- specific reason for calling (credibility)
- multiple scenario scripts (readiness)
- commitment requests (accountability)
- ethical tactics (professionalism)

Great gatekeeper navigation doesn't manipulate — it earns help by being respectful and prepared.

## **Build Better AI Systems**

Subscribe for advanced prompt engineering, AI sales tools, cold calling frameworks, and practical strategies for sales professionals and founders.

Carefully engineered prompts for people doing real work.

### **Share this:**

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [The Cold Call Opening Script Generator](#)