

PRACTITIONER-LED IMPLEMENTATION · DUBAI, UAE

# SGC TECH AI — GATEKEEPER MASTERY PRO

The "No-Name Edition." Built for the real situation: you have the *company name only* — not the decision-maker's name. New out-of-the-box strategies that consistently get reps through, plus every block answered. Honest, never deceptive.

Version 2026.05-R2 · Expands the Gatekeeper Playbook · Use before the Main Sales Script

## 🎯 RULE ZERO: YOU USUALLY DON'T KNOW THE DECISION-MAKER'S NAME — AND THAT'S FINE

Most calls start with only the company name. So your **first job on many calls is not to pitch — it's to harvest the name**. A gatekeeper who won't transfer you will often happily *tell you who to ask for*, because giving a name feels harmless to them. Get the name on call one, then come back armed on call two and you're no longer a stranger — you're "calling for Mr. [Name]." Every strategy below works whether or not you have the name, and several are designed specifically to extract it.

## ⚡ THE ONE THING THAT MAKES ALL OF THIS WORK: TONE

The exact same words win or fail entirely on delivery. Gatekeepers screen for tone in the first 3–5 seconds — they can hear a nervous "telemarketer up-tone" instantly and close the gate. Speak **calm, low, unhurried, and slightly busy yourself**, like an internal colleague who expects to be put through. Never apologise ("sorry to bother you" tells them you don't belong). Never rush. The gatekeeper's whole job is to spot strangers — so don't sound like one.

## SECTION 1 — THE STRATEGIES THAT ACTUALLY WORK

Goal: A ranked toolkit. Try #1 first; escalate only as needed. #1–#4 work with company name ONLY.

★ #1 — TRY THIS FIRST, EVERY TIME

## The Slide-By (act like you own the place)

The single highest-converting move. When they answer, you simply ask to be put through — confident, casual, minimal words, as if being connected is the obvious routine outcome. No company name, no explanation, no pitch. The secret is that you *end with a question and then go silent* — whoever asks the question controls the call. This works even without the DM's name by asking for the role instead.

### IF YOU HAVE THE NAME

"Hi — can you put me through to [First Name], please?" [then silence]

### IF YOU DON'T HAVE THE NAME (COMPANY ONLY)

"Morning — who looks after your operations and accounting systems there? Could you put me through to them?" [said as if routine, then silence]

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**Why it works:** *Confidence + brevity reads as "internal/important." The moment you over-explain, you sound like a stranger selling something. Silence forces them to act.* **Defensible:** 100% honest — you're just asking to be connected.

★ #2 — BEST FOR GETTING THE NAME

## The Research Call (harvest first, sell later)

Make the first call purely to get the decision-maker's name and details — NOT to sell. Gatekeepers guard their boss's time, but they don't guard their boss's *name*; giving it out feels harmless. Ask in a low-stakes, administrative tone, get the name, thank them, hang up. Now call back later (or off-hours) and use the Slide-By with the real name — you're transformed from stranger to "calling for Mr. [Name]."

### THE HARVEST

"Hi, quick admin question — I'm updating our records before sending something across. Who's the right person there for operations and finance systems, and how do you spell their name?"  
[get name + correct spelling + title]

"Perfect, thank you. And is that the best general line to reach them on? Brilliant — appreciate it."

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**Why it works:** *You ask for information, not access — far easier to give. Spelling the name correctly on the next call signals legitimacy.* **Defensible:** "Updating our records / before sending something across" is literally true — you'll send a profile or email. Never claim a relationship you don't have.

★ #3 — THE "MAKE-ME-SMARTER" PLAY

## Enlist the Gatekeeper as Your Expert Guide

Flip the dynamic: instead of trying to get past them, openly ask for their help. Gatekeepers almost never get asked for their opinion, and people help those who make them feel valued and competent. You're not asking for a transfer (which triggers the screen) — you're asking for advice on who and how. This is gold when you only have the company name.

### THE ASK FOR HELP

"I'm hoping you can point me in the right direction — you'll know the setup there far better than I do. When it comes to decisions on the company's accounting and operations systems, who would that sit with? And honestly, what's the smartest way to actually reach them — a call like this, or something else?"

**Why it works:** *"I could use your help" disarms the screening reflex completely. They become invested in helping you succeed. You often get the name, the title, AND the best way in. Defensible: Pure, genuine respect — nothing false.*

★ #4 — THE SPECIFIC-REASON PASS

## Lead With a Real, Concrete Reason (not "your services")

Vague reasons ("I wanted to discuss our services") fail the relevance test instantly. A specific, time-bound reason passes it. For UAE firms, the most relevant real triggers are compliance deadlines and the genuine pain of running ops on Excel/Tally/WhatsApp. Promise a precise, tiny ask ("30 seconds") — it tells the gatekeeper you respect the cost of interruption, which is exactly their job to protect.

### SPECIFIC REASON + TINY ASK

"It's about how your business is handling the new UAE e-invoicing and Corporate Tax requirements in your accounting system — it's relevant to whoever owns finance there. I only need 30 seconds of their time to see if it's even worth a longer conversation. Who would that be, and are they around?"

**Why it works:** *A real regulatory trigger is legitimately relevant — the gatekeeper risks looking negligent if they block something compliance-related. The "30 seconds" framing earns transfers that "a quick chat" never will. Defensible: UAE e-invoicing & Corporate Tax are real obligations we genuinely help with.*

## #5 — THE PERMISSION RESET

### Name the Cold Call Out Loud (when #1 stalls)

Counterintuitively, openly admitting it's a cold call earns MORE transfers than pretending it's routine, because honesty disarms a screener who's braced for evasion. Use the instant they challenge your first-name request.

#### THE HONEST RESET

"I'll be straight with you — I'm calling out of the blue, this isn't a call they're expecting. Is now a reasonable moment to see if they're around for 30 seconds, or should I try a better time?"

**Why it works:** *Removes the suspicion they were building.* **Defensible:** *Total transparency — the opposite of a trick.*

## #6 — THE EMAIL-BRIDGE CALLBACK

### Turn "Send an Email" Into a Reason to Call Back

When forced to email, comply fully — then send a real, short email and use it as a legitimate referenceable reason on your next call. You're no longer cold; you're "following up on the email."

#### CALL TWO (AFTER SENDING)

"Hi, it's [Your Name] from SGC Tech — I'm following up on the email I sent to [Mr. Name] on Monday about your Odoo and compliance setup. Could you see if he's got 30 seconds?"

**Why it works:** *A verifiable artifact the gatekeeper can check in one click.* **Defensible:** *Only works because you genuinely sent the email — never claim an email you didn't send.*

## #7 — THE OFF-HOURS / MOBILE SKIP

### Bypass the Gate Entirely by Timing

Gatekeepers work standard hours. Owners and MDs of UAE mid-market firms often arrive before 8:30 AM, stay past 6 PM, and answer their own phone at lunch. Call then and there's frequently no gate at all. If you find a mobile number publicly (LinkedIn, website, trade directory), the gate disappears completely.

#### BEST WINDOWS (GST)

Before 8:30 AM · 1:00–2:00 PM (lunch) · After 6:00 PM. The decision-maker picks up → go straight to the Main Script opening.

**Why it works:** *The structural fix — you remove the gatekeeper from the equation rather than fighting them.* **Defensible:** *Just smarter timing.*

## #8 — THE TWO-VISIT PINCER

### Call Twice: Recon, Then Strike

Combine #2 and #1. Call one (morning, junior reception): harvest the name with the Research Call. Call two (off-hours or next day, ideally a different rep or a calmer tone): Slide-By using the name you now have. The second call lands completely differently — you sound like someone who belongs.

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**Why it works:** *Splits an impossible single call into two easy ones. The name is the key that unlocks every other strategy.*

## SECTION 2 — FINDING THE NAME WITHOUT CALLING (do this first when you can)

Goal: 2 minutes of desk research often removes the gatekeeper battle entirely

### The 2-minute pre-call routine:

Before dialing a company you only know by name, spend two minutes here. Even a job title is a weapon; a full name is the master key.

Source	What to look for	How reliable
<b>LinkedIn</b> (search company → People)	Filter by title: Owner, Managing Director, CEO, CFO, Finance Manager, Operations Manager. Note the name + exact title.	Highest — usually current and accurate
<b>Company website</b> — About / Team / Contact pages	Founder/leadership names, sometimes direct emails or mobiles	High
<b>UAE trade licence / business directories</b> (e.g. free-zone listings, Yellow Pages UAE, Connect)	Owner/partner names on the licence, main landline	Medium–High
<b>Google</b> "[Company] owner OR managing director OR CEO"	News mentions, press releases, interviews, event speaker bios	Medium
<b>Instagram / company social</b>	Founder tags, "meet the team" posts, event photos	Medium (common in UAE SME)
<b>The Research Call</b> (Strategy #2)	When all else fails — phone reception and simply ask for the name	Reliable fallback

Even if you only learn a *title* ("they have a Finance Manager called...") you can now ask for that person by role with confidence — which beats "can I speak to whoever's in charge?" every time.

## SECTION 3 — FULL CONVERSATIONS (you only have the company name)

Goal: See the no-name strategies play out end to end

### Conversation A — The Research Call (harvest the name)

**RECEPTION**

"Good morning, [Company], how may I help you?"

**YOU**

"Morning — quick one. I'm updating our records before sending some information across. Who's the right person there for your accounting and operations systems — and how do you spell their name?"

**RECEPTION**

"That would be Mr. Rajesh, the Finance Manager. R-A-J-E-S-H."

**YOU**

"Perfect, thank you. And is the main line the best way to reach Mr. Rajesh, or does he have a direct extension?"

**RECEPTION**

"Main line, just ask for him."

**YOU**

"Brilliant — really appreciate your help. Have a good day." *[Hang up. You now own the name. Call back off-hours with the Slide-By.]*

**Why it worked:**

You asked for information, not access — easy to give. You got the name, correct spelling, title, and the line. Next call you're "calling for Mr. Rajesh," not a stranger.

### Conversation B — The Slide-By using a role (no name at all)

**RECEPTION**

"[Company], good afternoon."

**YOU**

"Afternoon — could you put me through to whoever looks after your accounting and operations systems, please?" *[calm, routine, then silence]*

**RECEPTION**

"May I ask what it's regarding?"

**YOU**

"Sure — it's about how the business is handling the new UAE e-invoicing and Corporate Tax setup. I just need 30 seconds with them to see if it's relevant. Who would that be there?"

**RECEPTION**

"That's Ms. Sara, the accountant — let me try her line."

**DM / INFLUENCER**

"Hello, Sara speaking."

**YOU**

→ You now have a name AND a live contact. Switch to the Main Script; if Sara isn't the signer, qualify upward:  
"Sara, are you the one who'd sign off on this, or would that be the MD?"

#### **Why it worked:**

Asking by role + a real compliance reason got you both transferred AND the name handed to you mid-call. Double win.

### **Conversation C — The handoff reset (the critical 5 seconds)**

**DECISION-MAKER**

"Yes, hello?"

**YOU**

"Thanks for taking the call — I'll be quick and to the point. This is [Your Name] from SGC Tech in Dubai. We're a finance-practitioner Odoo firm, CMAs and CPAs who've actually filed UAE VAT. Thirty seconds to see if it's relevant to you, then you tell me yes or no. Fair?"

**DECISION-MAKER**

"Go ahead."

**YOU**

→ MAIN SCRIPT, Section 1 / Section 3 Discovery.

**The DM has NOT heard anything you told the gatekeeper. Reset cleanly with the bridge line and re-introduce yourself fully. Never start mid-thought.**

## SECTION 4 — BLOCKS YOU HIT WHEN YOU DON'T HAVE THE NAME

Goal: Defensible answers to the specific traps a name-less caller faces

### BLOCK 1 "Who do you want to speak to?" / "Who are you trying to reach?"

THE TRAP	YOUR DEFENSIBLE ANSWER
They want a name you don't have.	<p>"Whoever looks after your accounting and operations systems — that's usually the owner, the finance manager, or whoever runs the back office. Who'd that be with you?"</p> <p><i>Defensible: Naming the likely roles shows you know how a business is structured, not that you're fishing blindly. Turns the trap into a name-harvest.</i></p>

### BLOCK 2 "You don't even know their name?" (caught out)

THE TRAP	YOUR DEFENSIBLE ANSWER
"You're calling but you don't know who you want?"	<p>"Fair point — I don't, which is exactly why I'm asking you rather than guessing. You'd know far better than me: who handles decisions on the company's finance and operations systems? Even just their name and I'll do the rest."</p> <p><i>Defensible: Owning it disarms them instantly. People respect a straight answer and will often give the name just because you didn't try to bluff.</i></p>

### BLOCK 3 "What company / what's it regarding?"

THE TRAP	YOUR DEFENSIBLE ANSWER
Fishing to screen you out.	<p>"It's SGC Tech, Dubai — and it's about how your business is set up for UAE e-invoicing and Corporate Tax in your accounting system. Relevant to whoever owns finance there. 30 seconds to check if it's worth their time. Who's that with you?"</p> <p><i>Defensible: A real company name + a real, specific, compliance-relevant reason. Specificity passes the relevance test; vagueness fails it.</i></p>

**BLOCK 4** "I can't give out names" / "We don't share that"

THE TRAP	YOUR DEFENSIBLE ANSWER
Reception protecting names.	<p>"No problem, I understand. You don't have to give me the name — could you just put me through to whoever runs finance or operations, and I'll introduce myself directly? 30 seconds, and if it's not relevant they'll tell me so."</p> <p>-----</p> <p><b>Defensible:</b> <i>Drop the name request, pivot to a transfer-by-role. Respects their policy while still moving forward.</i></p>

**BLOCK 5** "Everyone's in a meeting / nobody's available"

THE TRAP	YOUR DEFENSIBLE ANSWER
Blanket brush-off.	<p>"No problem — I'd rather catch them at a good moment than interrupt. Quick favour so I'm not chasing: who should I ask for when I call back, and when do they usually have a clear ten minutes — early morning, or later afternoon?"</p> <p>-----</p> <p><b>Defensible:</b> <i>Turns a dead end into both a name AND a callback window. Respectful, specific, honest.</i></p>

**BLOCK 6** "Just email info@..." (no name, generic inbox)

THE TRAP	YOUR DEFENSIBLE ANSWER
Pushed to a black-hole inbox.	<p>"Happy to email — but so it actually reaches the right desk and not just info@, who should I address it to by name? ... Thank you. I'll send it today and call back Wednesday morning to make sure [Mr. Name] received it."</p> <p>-----</p> <p><b>Defensible:</b> <i>Uses the email request itself to extract the name + a sanctioned callback. The email becomes your legitimate next-call reason (Strategy #6).</i></p>

**BLOCK 7** "Is this a sales call?"

THE TRAP	YOUR DEFENSIBLE ANSWER
Direct challenge.	<p>"Honestly, it's a business call — I won't pretend otherwise. But I'm not here to pitch anyone for ten minutes. 30 seconds to see if it's even relevant, and if it's not, a clean no and I'm gone. Who'd be the right person?"</p> <p>-----</p> <p><b>Rule:</b> <i>NEVER lie and say "no." In a small UAE market one caught lie blacklists your number. Honesty + a bounded ask converts better anyway.</i></p>

**BLOCK 8** "Send it to me, I'll pass it on" (gatekeeper offers to relay)

THE TRAP	YOUR DEFENSIBLE ANSWER
<p><b>Relay offer that usually dead-ends.</b></p>	<p>"That's really kind, thank you. It's a bit technical — about how their accounting system handles compliance — so a half-version through me might not do it justice. Could we get them on for 30 seconds, or could you tell me their name and a good time so I reach them directly? Either way you've been a big help."</p> <hr/> <p><b>Defensible:</b> <i>Honour the offer, gently note relayed technical detail distorts, keep them an ally — and still angle for the name or transfer.</i></p>

**BLOCK 9** "Remove us / don't call again"

THE TRAP	YOUR DEFENSIBLE ANSWER
<p><b>Firm rejection.</b></p>	<p>"Absolutely — I'll note that and we won't call again. Apologies for the interruption, and thank you for your time."</p> <hr/> <p><b>Rule:</b> <i>Never argue, never sneak back. Log it, honour it. Reputation outlasts any single lead.</i></p>

## SECTION 5 — THE LIVE DECISION TREE & GOLDEN RULES

Goal: What to do in the moment, in order

### The in-the-moment flow

Step	Situation	Do this
1	Before dialing	2-min research (Section 2). Got a name? → start at Step 3. No name? → Step 2.
2	No name, gatekeeper answers	Slide-By by role (#1) OR Research Call to harvest the name (#2).
3	Have the name, gatekeeper answers	Slide-By with the name (#1). Confident, brief, then silence.
4	They ask "regarding?"	Specific compliance reason + 30-sec ask (#4).
5	They challenge / screen hard	Permission Reset (#5) → ask for help (#3).
6	Forced to email	Comply + harvest name + set callback (#6).
7	Fully blocked twice	STOP fighting. Switch to off-hours / mobile (#7) or the Two-Visit Pincer (#8).
8	Transferred to DM	Handoff reset → MAIN SALES SCRIPT.

### ALWAYS

#	Always
1	Calm, low, unhurried tone — sound like a peer, never a supplicant.
2	Treat harvesting the NAME as a win even if you don't get through that call.
3	End your ask with a question, then go silent. The questioner controls the call.
4	Give a real, specific reason (UAE e-invoicing, Corporate Tax, Excel/Tally chaos).
5	Thank the gatekeeper by name; log everything in the CRM for call two.
6	Use off-hours and any public mobile to skip the gate entirely.

### NEVER

#	Never	Why
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1	Lie about who you are, claim a relationship, or fake a returned call.	One caught lie = permanent blacklist in a small market.
2	Say "no" to "is this a sales call?"	Destroys trust the instant it's found out.
3	Over-explain or pitch the gatekeeper.	You sound like a stranger; they park you in voicemail.
4	Apologise ("sorry to bother you").	Signals you don't belong; downgrades your tone.
5	Stack two questions in one breath.	Gives them cover to dodge the real ask. One ask, then silence.
6	Push or argue after a firm no.	A pushy rep is a remembered rep — and bad for the brand.

**Through the gate and the decision-maker is live → switch to the MAIN SALES SCRIPT (Defensible Edition), Section 1 Opening, and run the full conversation from there.**