The 5 Gates to Recruiting

Tiffany Peterson, business coach and sales mastery teacher developed the idea of the five gates to sales. The idea is that we are opening a door or gate to a relationship where we can serve that person and help them solve whatever problems my business might be able to offer them. We create value so they purchase or ‘buy in’ to our idea or opportunity. We do this by asking questions.

Most people will make an offer, or invite someone to learn more about the business without finding out first what solution that person might be looking for. Because of this approach they are shut down because they aren’t finding the need or creating a need or opportunity the other person can see. They get frustrated and quit or lose belief in the opportunity.

Imagine, knowing what you are doing, leading someone to help them make an informed decision about what you can offer them. Leading them to clarity about their income goals through asking great questions. Most people are living paycheck to paycheck and haven’t been given a great solution to live any other way. Residual income has generally been saved for those business owners that have a lot of money to invest into opening a business.

With our business model, we offer solutions they didn’t know they had, that are viable due to our product, retention rate and culture, but before we blab all that out, we need to first connect and find out about them.

The 5 gates questions give us a roadmap on how to ask great questions and offer solutions that actually help them. If you already have customers that aren’t active, you can use the 5 gates scripts I created and posted specifically for getting people on LRP and LLV. This script is specific to recruiting to host or inviting people to build.

**Gate 1 Questions**

Where are they now? Emotionally and financially

*“Hi! I see you are working at XYZ, how are you enjoying that? Do you love what you do? “* (Wait for an answer).

*“How often do you work?*

*“ XYZ like for you? “* (think about working a night shift, or finally leaving the kids at daycare to go to work) *”What is working the night shift like?* (pause wait for answer) “*I bet you love helping people though?*

If they are stay at home parent or business owner. “*Tell me more about what you do.”*

(If you are just reaching out to influential people who might have referrals) “ *I have been doing doTERRA for a while and have been pretty successful, I am looking for potential business partners interested in the health and wellness industry to put my time, energy and resources into helping them build a customer base, do you know anyone that would be a perfect fit? “*

(People of influence know others that they can refer you to).

Offering samples to a potential business partner is also a great way to find out where they are.

You can brand yourself here.

“*Hi, Carol, thanks for adding me! I noticed you’re into natural health. I would love to offer you some doTERRA samples or a gift package for you to try if this is something that you’re interested in? I have a lot of experience in XYZ.”* (Notice here, the gate 1 question comes in an introduction and it’s asking them if they are interested in trying some samples. Due to this potentially already being a health based entrepreneur we can skip certain questions like “*are you interested in natural remedies*” we can see that from their profile, so the question starts with, are you interested in the ones I am offering.

**Gate 2 Questions:**

Where are they going? What goals do they have?

*“Where do you see yourself going with this career path? I am just curious”*

*“Have you considered other income strategies?”*

*“What other options have you considered?”*

(if they are a business owner or health entrepreneur .) “*Have you considered bringing on another wellness partner, or supplement to create more income?“ “Do any of the supplements you currently sell have a residual payment offer?” “What kind of income would you like to make as another source of revenue.”*

(If you are just looking for a host) *“Would you be open to hosting a class to share with your friends and family, you could earn some extra holiday cash.”*

If they area stay at home mom. *“Have you thought of bringing extra income in while staying at home and working?”*

*“What other options have you considered?”*

“*How much spare time do you have?”*

*“Where is your life (or career) path taking you right now?”*

**Gate 3 Questions**:

How long they have been wanting to change (type of questions).

*“So how long has this been a dream of yours?” How long have you wanted to bring on affiliate sales for supplements? How long have you wanted to try a business from home? What has gotten in the way of pursuing some of those things we talked about?* “(Insert the things you talked about)

*“How long have you been trying to get off your night shift?”*

“*How long has this been a problem for you”* (if they have identified something they don’t like in the above questions).

*“How long have you wanted to bring in some residual income? What have you tried that didn’t or did work? Why did it or didn’t it work?”*

**Gate 4 questions:**

How committed are they to changing their circumstances right now? If we don’t find out how bad they want to change and if they are ready, then inviting them is futile. How serious are their goals of wanting a change if that was discovered in gate 2 and 3.

*“If you could start creating income now, is it something you’d be interested in?”*

*“What other factors are you considering in business or your income goals? “*

*“How serious are you about implementing XYZ”* (what we talked about in gate 2 and 3, this could be extra income, doing something from home, quitting their job to follow different interests).

*“Is 9-5 something you see yourself doing much longer?”*

*“How serious are you about wanting to spend more time with the kids and trying something else?”*

*“How serious are you about working from home?”*

*“What might hold you back from making changes now?”*

Gate 5 questions:

Why are you a good solution to their problems? Notice doTERRA is the 2nd reason they will join. They will join you before they will join doTERRA. In other words, people will choose what to do based on WHO presents it and how well they do it until they actually learn what doTERRA is, they are initially choosing you. This is more where you make your offer and invitation to learn more but also ask why its potentially something they are interested in.

*“How would you feel about getting together on phone or in person to talk about potential options for you to earn more long term passive income? You might not be interested, but you if you are, it might really make sense for you. “*

*“Why do you feel like residual income is the answer for you? “* (Based on the conversation above, you would have had to come this conclusion already before asking this question). Don’t be afraid to give them 3 strong points you they might think doTERRA is a good opportunity, rentention rate, forbes, natural healthcare trend within your above converstations. Sometimes they flat out say, “tell me more”

*“Do you feel like doTERRA could be a viable option for you?“* (last objections might show up here for you to answer, remember, finding out objections is another doorway to finding the correct solution for them by identifying the problem).

*“More and more people are choosing stay at home jobs, why is this something you’re also interested in”*

(If they are interested but need to see more) *“Do you want to try hosting a class first to see how you will like it? Is this a better place to start?”* (This conversation can also come after a lifestyle overview with someone showing interested in the business)

*“Do you want to get on the phone (or get together) and we can chat more, it would be good to see you anyway.”*

*“What happens if you don’t take action on those income goals we spoke about?”* (This is a more serious question and might not happen until you have someone that sees the opportunity but has fears to take action).

**Use the above questions in appropriate ways, if you don’t have their agreement and you lost them at Gate 2, gate 5 questions are going to be super awkward. So understanding and using active listening skills to find out what it is they actually want will be vital in following these scripts. You want their agreement every step of the way, if they aren’t open on gate 1 or 2, don’t head to gate 4 or 5. You need to ask more relevant questions until you can get to gate 3 or 4. Once you’ve gotten their attention, an invitation to meet is much easier.**

**Keep in mind, you might now need to ask every question, the idea is to find their problems and goals and offer solutions by asking questions so they can identify what the solution is and if that is you. These are suggestions but you might not use all the questions, use the ones appropriate for the conversation you are having.**