

# Gates Recruiting Process – Sales Job

## Sample

### Post the job

1. Use Craigslist to post the job.
2. Create a new tab in the Recruiting spreadsheet to track responses.

### Gate 1

1. Enter the name of everyone who responds into the spreadsheet with the first date we received information.
2. Then check to see if they followed instructions:
  - a. Did they send a resume to jobs@<your company URL>.com with a cover letter?
  - b. Did they include links to their social media profiles? (It is OK if they don't have a profile on every network, but they need to have profiles on at least two.)
  - c. Did they send a connect request to <hiring manager name> with an interesting, personalized message?
3. If they followed all instructions, enter a Y in the Gate 1 column. If not, enter a N.

### Gate 2

1. Now evaluate the resume and LinkedIn profile:
  - a. Is their cover letter compelling?
  - b. Do they have a track record of achievement? Do they typically exceed quota?
  - c. Do they have experience selling to an industry we want to target?
  - d. Do they have experience selling to executives (VP level or higher)?
  - e. Have they sold near our price point? (Or did they make complex, high-ticket enterprise sales? Low-priced consumer sales?)
  - f. Are their cover letter, resume, and LinkedIn profile free of grammar, spelling, capitalization or punctuation errors?
2. Then check their other social media profiles:
  - a. Do they have good energy?

- b. Do they understand how to use social media?
  - c. Do they treat their friends and others with respect?
  - d. Do they rant or do anything else that worries you?
3. If they meet all evaluation criteria, please send the following message:

Subject line: About the LinkedIn agency sales position

Hi <firstname>,

Thank you very much for responding to our job posting and including the specifics we asked for! We'd like to take the next step. Could you provide a little more information?

In each of the following areas, can you please rank yourself on a scale of 1 to 5 (5 is high)? Then please explain why you gave yourself your highest and lowest rankings in one paragraph each.

Prospecting  
Building relationships  
Following up  
Handling objections  
Closing  
Asking for referrals

Thank you so much,  
<name>

4. If they did not follow instructions please get back to them and say:

Subject line: About the LinkedIn agency sales position

Hi <firstname>,

Thank you very much for responding to our job posting! Unfortunately, we had some people respond whose background makes them a more ideal fit for the position. But we appreciate you taking the time to get back to us and wish you the very best!

Take care,  
<name>

### Gate 3

1. Did they rank themselves on all 6 topics and include explanations of their top and bottom rankings? If they submitted all the requested information, enter the date we received the email.
2. If they followed instructions and provided good explanations, send the following message:

Subject line: About the LinkedIn agency sales position

Hi <firstname>,

Thank you for sending us your rankings!

Everything looks great, and we would like to schedule an interview. Here is a link to <hiring manager>'s calendar. Please schedule a time that works for you:  
<schedule once or timetrade link here>

Thank you so much,  
<name>

3. If they did not follow instructions please get back to them and say:

Subject line: About the LinkedIn agency sales position

Hi <firstname>,

Thank you very much for responding to our job posting! Unfortunately, we had some people respond whose background makes them a more ideal fit for the position. But we appreciate you taking the time to get back to us and wish you the very best!

Take care,  
<name>

## Gate 4

1. Did they schedule an interview? If they did, please send the following message (and mark the date it was sent in spreadsheet):

Subject line: About the LinkedIn agency sales position

Hi <firstname>,

Thank you for scheduling your interview!

Before your call, please watch this short video so you know a little more about our business:  
<https://youtu.be/tDtcl608vr0>

I also wanted to share our sales scorecard (attached), so you have a sense of what our sales process is and what we are looking for in an account executive.

Looking forward to talking with you!

Take care,

<name>

3. If they fail to schedule an interview, there probably is no need to reply but if needed please use this email:

Subject line: About the LinkedIn agency sales position

Hi <firstname>,

Thank you very much for responding to our job posting! Unfortunately, we had some people respond whose background makes them a more ideal fit for the position. But we appreciate you taking the time to get back to us and wish you the very best!

Take care,  
<name>

## Gate 5

1. Chat a little first to see how good they are at building rapport. Then ask these questions:
  - a. Did you take a look at our website, watch the video, and look over the scorecard?
  - b. What did you like best?
  - c. What worries you?
  - d. Can you tell me about the best job you ever had? What made it the best?
  - e. Can you tell me about the worst boss you ever had? What made him or her the worst?
  - f. What questions do you have for me?
2. Go over the scorecard with them, as a framework for discussing:
  - a. How our sales process works.
  - b. How we train and mentor.
  - c. What we expect.
3. Rate the interview from 1-5 (5 high). Add notes in the spreadsheet.
4. At the end of the interview, tell them that we are interviewing a number of people and will get back to them with our decision as soon as the rest of the interviews are complete.

## Gate 6

1. Did they send a thank-you note? The top candidates will send a thank-you note and a polite message inquiring about where we are in the process.