



## Introduction

Hello again. My name is Kerry Spry. I'm the President and CEO at bwpcareers.com and I wanted to personally thank you for contacting us and applying for one of the few remaining contracts available as an Independent Contract Recruiter here at bwpcareers.com. Also, I wanted to quickly address any questions you might have at this stage by asking you to read this entire training packet at least once before you try to contact me directly with those questions. Then, if you still have questions after you've read this entire training packet at least once, feel free to give me a call at my office if you still need those questions answered before testing. *Please note: If the answers to your questions are answers to test questions, I will not be able to answer those questions for you. **There is a total of 28 pages included in this training packet. The Recruiters Test Instructions and a link to the Online Recruiters Test can be found on the last page or you can simply go to [www.bwpcareers.com/recruiterstest](http://www.bwpcareers.com/recruiterstest) to begin your test.***

Also, I'm extremely busy and happy to answer any and all questions, but this training packet is written (in part) to address all of the questions you may have at this stage and more. So after reading this entire training packet at least once, if you still feel your questions aren't answered, feel free to call me with all of your questions (please do not email me because most answers are too long and too detailed to answer via email and I honestly just don't have the time it takes to write most of the long answers to your great questions in an email). But before we move forward, I will answer two of the most popular questions I have been asked at this stage over the years being:

### **1. Is this a 1099 position or will I be an employee?**

*Answer: Yes. This is a 1099, self-employed, Independent Contractor position. You are not an employee. <end answer>*

### **2. Is this for real or what's the catch?**

*Answer: Yes. This contract is 100% "for real" and there is no catch. Actually, yes there is a catch. The catch is that you're going to have to give this everything you've got in order to make the money I'm advertising in the ad that brought you this far. And so we're clear, if I were you, I would be making \$15,000 per week not \$1800-\$3000 per week because I would work longer, try harder, and keep pushing and pushing and pushing non-stop all day every day 7 days a week, week in and week out as if my life depended on it (because in my case, my life really does depend on it) because I don't have any other options or any other jobs. I do this for a living and failing is not an option for me. And I'm not just saying that like most people just say it but then they wake up the next day and are still quitting everything they start. I'm saying "failing is not an option" because failing is not an option for me at all! And you can and will be successful as a Recruiter here with us at bwpcareers.com if you're determined to be successful because at the end of the day, the only catch is you and your willingness and desire to be successful. Ultimately the point to this answer is that you can make any amount of money you want to make here as a Recruiter. And your income will reflect your commitment and your effort. <end answer>*

Quick story...

Years ago I had a greeting on my cell phone that I would leave open on my desk that read, "Get Motivated". And at the time I was working for a billionaire real estate investor who came to me one day and looked over my shoulder and read the greeting on my phone and then tapped me on my shoulder to get my attention and said to me, "you don't have to worry about getting motivated Kerry, you already are." And with that I'd ask each and every one of you who call yourselves "money motivated" or "hard working" or "dedicated" ...are you really what you think you are? If yes, now is your chance to find out. And those of you that are truly motivated to be successful can and will be successful right here working as a Recruiter. But don't worry if that fire isn't burning in you right this second because the attitude and daily drive you need to be winning here with us at bwpcareers.com is an attitude and drive that you can and will learn by following my lead and doing exactly what I'm teaching you to do in this training packet exactly the way I'm teaching you to do it. PS...I use the word "gonna" a lot throughout this training packet. Feel free to text me for the definition of the word. <end story>



You are required to pass the “Recruiters Test” at [www.bwpcareers.com/recruiterstest](http://www.bwpcareers.com/recruiterstest) with a score of 95% or better before you can be offered a contract to begin recruiting. I’m going to answer one of the 2-part questions on the test right now by telling you that our client’s name is **Blue World Pools, Inc. / Global-Sun Pools, Inc.** Please do not get that question wrong. Next, please allow up to (2) business days to receive your test results. You will get your results emailed to you within (2) business days...pass or fail. And be sure to add the correct email address in the space provided on the test and be sure to check your spam folder for your test results. If you do not get your test results within (2) business days please call me at my office because there’s definitely a problem.

Also, I’m advising you to **read everything**. Everything that you read from this point forward and have read leading up to this point I wrote and have written it all for a reason. You really need to be able to grasp on to everything I have written and am trying to teach you. And if you cannot recall it or remember it when you need it the most, this training packet and the correct answers you provide on the Recruiter’s Test will guide you to the ability to know where to find answers in real time and on your own because applicants will never simply run to you because you’re advertising this awesome sales position. You’ve got to know what you’re talking about. Some applicants might simply run to you (they always do when you’re advertising a job as promising as the one you’ll be advertising), but they will not simply run to you and start working with you because they’re unemployed and your job appears to be the answer to their situation. When they finally do come running you will need to know what you’re talking about in order to overcome their immediate concerns and furthermore answer their important questions. Think of it this way, imagine you contacting me about this awesome recruiting opportunity with basic questions that I’m not able to answer. Would you come to work for me if I wasn’t able to answer basic questions that are important to you? Of course you wouldn’t. And neither will your applicants. So study and learn.

In this position, the key to success is knowing what you’re talking about. This is brain work that deals with applicant’s psychology, concerns and comfort levels. Your first goal is to know what your applicant needs to know and then your second goal is to have the knowledge you need to be able to tell them whatever it is they need to know. And that knowledge begins right here.

So **read everything** and when the time comes that you need to know why something is the way it is, then call me and I will tell you exactly why anything and everything you’re reading and learning is the way it is because in this case, there really is a reason for everything. Now let’s move on...

I have great news!!! Back in 2014, I began advancing recruiters \$100.00 of their \$300.00 commission as soon as their new hire graduates from training class but on the following pay date. So as long as your new hire graduates from training class on or before the 1<sup>st</sup>, you will be paid \$100.00 advance for every graduate on the 5<sup>th</sup>. If your new hire graduates on or before the 15<sup>th</sup>, you will be paid \$100.00 advance for every graduate on the 20<sup>th</sup>. For example, if you have 12 new hires graduate from class on the 1<sup>st</sup>, your next commission check will be at least \$1200.00 on the 5<sup>th</sup>!!! And I’m doing this to help you get money in your pocket faster. But please keep in mind that you can and will be disqualified from the \$100.00 Graduation Advance for numerous reasons so please always play by the rules. See the example of the “\$100 Graduation Advance Overview” below for more information.

**Important Note: Your actual new hire packet and contracts (Independent Contractors Agreement, W-9 and Pay Agreement) will all be sent to you as part of your “Welcome Letter and Things You Need To Know” document if you pass the Recruiters Test. All contracts are signed electronically via DocuSign and will include the actual \$100.00 Graduation Advance Overview document which outlines all qualifying and disqualifying circumstances. That document must be signed and returned before you can be paid. That agreement can and will be used under certain circumstances. Also, please understand that this position allows you to hire in over 80 cities nationwide. So it’s important that you understand that this opportunity does not limit you to any one area. You have to be able to reach multiple cities in order for you to maximize your income.**



## 2021 -Hiring Markets List

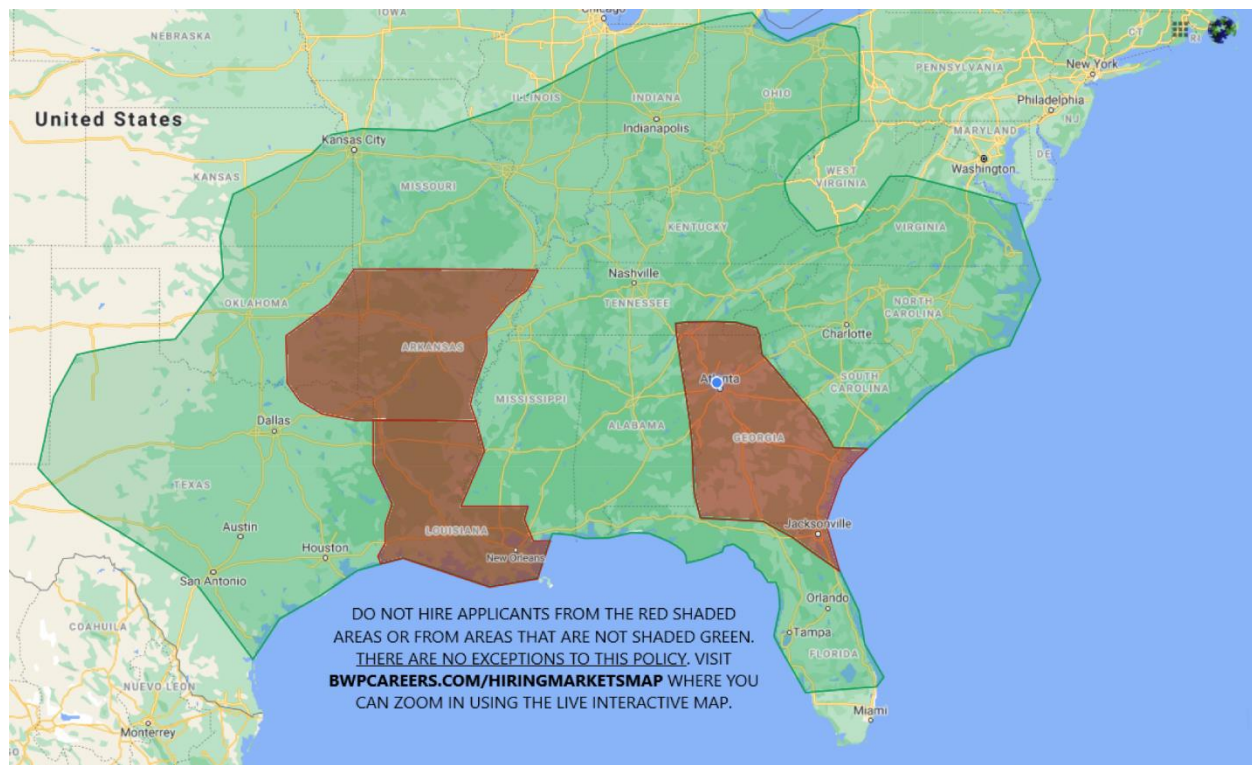
Currently we are hiring new sales representatives in the following cities and their surrounding areas. Your applicants must live in or around one of the following cities. If the applicant lives more than two hours away from any one of these cities (zip code to zip code) please call me with the applicant's zip code for an exception before you offer the applicant the position. Also refer to the following page "Hiring Markets Map" or go to [bwpcareers.com/hiringmarketsmap](http://bwpcareers.com/hiringmarketsmap) for a map view of our hiring markets.

1. Abilene, TX.
2. Akron, OH.
3. Austin, TX.
4. Beaumont, TX.
5. Biloxi, MS.
6. Birmingham, AL.
7. Bowling Green, KY.
8. Canton, OH.
9. Cape Girardeau, MO.
10. Champaign, IL.
11. Charleston, SC.
12. Charlotte, NC.
13. Cincinnati, OH.
14. Cleveland, OH.
15. Columbia, SC.
16. Columbia, MO.
17. Columbus, MS.
18. Columbus, OH.
19. Corpus Christi, TX.
20. Dallas, TX.
21. Dayton, OH.
22. Decatur, IL.
23. Dothan, AL.
24. Evansville, IN.
25. Florence, SC.
26. Fort Myers, FL.
27. Fort Wayne, IN.
28. Gainesville, FL.
29. Greensboro, NC.
30. Greenville, NC.
31. Greenville, SC.
32. Hattiesburg, MS.
33. Houston, TX.
34. Huntsville, AL.
35. Indianapolis, IN.
36. Jackson, MS.
37. Jackson, TN.
38. Johnson City, TN.
39. Joplin, MO.
40. Kansas City, KS.
41. Kansas City, MO.
42. Knoxville, TN.
43. Laurel, MS.
44. Lexington, KY.
45. Louisville, KY.
46. Lubbock, TX.
47. Lynchburg, VA.
48. Memphis, TN.
49. Meridian, MS.
50. Midland, TX.
51. Mobile, AL.
52. Montgomery, AL.
53. Myrtle Beach, SC.
54. Naples, FL.
55. Nashville, TN.
56. Norfolk, VA.
57. Ocala, FL.
58. Odessa, TX.
59. Oklahoma City, OK.
60. Orlando, FL.
61. Paducah, KY.
62. Panama City, FL.
63. Pensacola, FL.
64. Raleigh-Durham, NC.
65. Richmond, VA.
66. Roanoke, VA.
67. San Angelo, TX.
68. San Antonio, TX.
69. Spartanburg, SC.
70. Springfield, IL.
71. Springfield, MO.
72. Springfield, OH.
73. St. Louis, MO.
74. St. Petersburg, FL.
75. Tallahassee, FL.
76. Tampa, FL.
77. Terre Haute, IN.
78. Toledo, OH.
79. Tri-Cities, TN.
80. Tulsa, OK.
81. Tupelo, MS.
82. Tyler, TX.
83. Victoria, TX.
84. Waco, TX.
85. West Palm Beach, FL.
86. Wichita Falls, TX.
87. Wilmington, NC.
88. Youngstown, OH.

## Hiring Markets Map

Very important!!! Don't just advertise in cities on the above listed "Hiring Markets List". You can hire anywhere inside the green shading. Take advantage of all of these areas. You can also advertise in smaller surrounding cities in order to achieve this. Also, it's a lot less expensive and less competitive in smaller cities. For more on this map and for an interactive view of this map, please visit:

[bwpcareers.com/hiringmarketsmap](http://bwpcareers.com/hiringmarketsmap).



“DO NOT HIRE APPLICANTS FROM THE RED SHADED AREAS OR FROM AREAS THAT ARE NOT SHADED GREEN. THERE ARE NO EXCEPTIONS TO THIS POLICY. VISIT [BWPCAREERS.COM/HIRINGMARKETSMAP](http://BWPCAREERS.COM/HIRINGMARKETSMAP) WHERE YOU CAN ZOOM IN USING THE LIVE INTERACTIVE MAP.



## 2021 -Training Hotels List

**Best Western Plus -Birmingham**

800 Corporate Ridge Dr.  
Birmingham, AL. 35242  
P: 205-995-8586

**Holiday Inn Express -Columbus**

4870 Old Rathmell Ct.  
Obetz, OH. 43207  
P: 614-492-9000

**Quality Suites -Dallas**

4555 Beltline Rd.  
Addison, TX. 75001  
P: 972-503-6500

**Drury Inn and Suites -Gainesville**

4000 SW 40<sup>th</sup> Blvd.  
Gainesville, FL. 32608  
P: 352-372-5600

**Holiday Inn Express -Louisville**

249 Federal Dr.  
Corydon, IN. 47112  
P: 812-738-1623

**Drury Inn and Suites Nashville Airport -Nashville**

555 Donelson Pike  
Nashville, TN. 37214  
P: 615-986-6484

**La Quinta Inn and Suites -Raleigh/Durham**

1910 West Park Dr.  
Durham, NC. 27713  
P: 919-484-1422

**Drury Inn and Suites NW Medical -San Antonio**

9806 I-10 West  
San Antonio, TX. 78230  
P: 210-561-2510

**LaQuinta Inn and Suites Westport -St. Louis**

11805 Lackland Rd.  
St. Louis, MO. 63146  
P: 314-991-3262

**Ramada by Wyndham -Tulsa**

8175 E. Skelly Dr.  
Tulsa, OK. 74129  
P: 918-921-5053



## Training Cities

1. *Birmingham, AL.*
2. *Columbus, OH.*
3. *Dallas, TX.*
4. *Gainesville, FL.*
5. *Louisville, KY.*
6. *Nashville, TN.*
7. *Raleigh/Durham, NC.*
8. *San Antonio, TX.*
9. *St. Louis, MO.*
10. *Tulsa, OK.*

There are 80+ markets and only 10 training cities. Our client has up to 6 training classes per week. What you need to take away from this part of your training packet is that you should never follow the training cities when advertising. Always be advertising, everywhere you can and as often as you can. There is not one city on the markets list that will not have one of the nearest training cities scheduled within days of your interviews. So always be advertising, everywhere you can, as often as you can. Training is coming soon for every market. The only exception to this is in the beginning of our season when markets are just opening.

Again, there are 10 training cities. All 10 training cities are within a few hours of all of the markets. Obviously, not all of the markets have training being held in the market city itself, which is why **Blue World Pools, Inc. provides and pays for a hotel for those sales representatives that live more than 50 miles away from the training cities.**

This type of out-of-state and out-of-market training has been going on for decades. This is not a new concept for “in-home” sales representatives. They will not be surprised by this training model. Just because it may sound or feel new to you, doesn’t mean that it will sound or feel new to your applicant. Furthermore, it is what it is. So don’t make a job that’s been made easy for you sound difficult, because it isn’t. And don’t be shy about this detail. For example, back in earlier years when I first started hiring for Blue World Pools, sales representatives were required to travel to Atlanta for training from cities as far as Cleveland, OH. and Richmond, VA. And as an added level of difficulty, training back then wasn’t just 2½ days, it was 4½ days and I never had a problem recruiting sales representatives from any one of those markets. At one point I had the list of training cities down to just four cities dating back to when I was recruiting from markets as far West as Denver, CO. but I have since added new training cities to make it easier for you all. So don’t think twice about how far an applicant has to travel for training.

Don’t ever feel like the distance to training cities is a challenge because it’s not. And if you do feel that this is a challenge or you yourself sound like this detail isn’t something you’re proud of during your interviews, your applicants will catch on and feel the same way and then you’re both done. Because you can’t go from proud of pre-approved appointments and gas bonuses to “oh, by the way, your training is 3 hours from your house, but Blue World Pools will pay for a hotel for you”. That’s not at all what you want to happen. It will kill your interview. So be proud of every topic you’re discussing. This really is a great opportunity for sales applicants from everywhere. And if you conduct your interviews the way you’re being taught to conduct your interviews and you have a positive attitude and **stick to the script**, you’ll have no problem doing your job and hiring new sales representatives.

Also, questions about training are simple, it’s in your script, just read it. *“And we do put everybody through a 2½ day training class and if we decide to work together, your training class is gonna be on the moon on the 18<sup>th</sup>. And we’ll pay for a hotel, etc...”* Don’t stutter and relax. You’ll be fine. This is easy. Just read the script. And for goodness sakes, stay positive and don’t create objections that don’t exist.

**\*\*\*You are required to send your applicants to [bwpjobs.com](http://bwpjobs.com) ([bwpjobs.com](http://bwpjobs.com) > Register For Sales Training > Password: blue) to get their training information after the second interview. You are not permitted to provide the training information or in writing. Please be sure to send your applicant to [bwpjobs.com](http://bwpjobs.com) for their training information and to print their “Official Invitation”. Violations of this policy will result in fines or suspensions. Everything we do has a purpose. Please play by the rules. -Kerry Spry**



# February 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 Birmingham -Jim Dallas -Dan Gainesville -Mark	18	19	20
21 Gainesville -Jim San Antonio -Dan Durham -Mark	22	23	24 Birmingham -Jim OFF Nashville -Mark	25	26	27
28 Dallas -Jim Durham -Dan OFF						



# March 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3 OFF Louisville -Dan Gainesville -Mark	4	5	6
7 Birmingham -Jim OFF Tulsa -Mark	8	9	10 Dallas -Jim Columbus -Dan OFF	11	12	13
14 OFF Durham -Dan St. Louis -Mark	15	16	17 Birmingham -Jim San Antonio -Dan Gainesville -Mark	18	19	20
21 Nashville -Jim OFF Tulsa -Mark	22	23	24 Dallas -Jim St. Louis -Dan OFF	25	26	27
28 OFF Durham -Dan Columbus -Mark	29	30	31 Birmingham -Jim San Antonio -Dan Gainesville -Mark			





# April 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4 Columbus -Jim OFF St. Louis -Mark	5	6	7 Gainesville -Jim Durham -Dan Dallas -Mark	8	9	10
11 Nashville -Jim San Antonio -Dan OFF	12	13	14 Louisville -Jim Tulsa -Dan Birmingham -Mark	15	16	17
18 OFF Durham -Dan St. Louis -Mark	19	20	21 Birmingham -Jim Dallas -Dan Gainesville -Mark	22	23	24
25 Louisville -Jim OFF Tulsa -Mark	26	27	28 Durham -Jim Nashville -Dan San Antonio -Mark	29	30	



# May 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 Birmingham -Jim St. Louis -Dan Columbus -Mark	3	4	5 Gainesville -Jim Durham -Dan Dallas -Mark	6	7	8
9 Louisville -Jim Nashville -Dan Tulsa -Mark	10	11	12 Birmingham -Jim Columbus -Dan San Antonio -Mark	13	14	15
16 Gainesville -Jim St. Louis -Dan OFF	17	18	19 Dallas -Jim Durham -Dan Nashville -Mark	20	21	22
23 Louisville -Jim Tulsa -Dan Gainesville -Mark	24	25	26 Birmingham -Jim San Antonio -Dan St. Louis -Mark	27	28	29
30 Durham -Jim Nashville -Dan OFF	31					



# June 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2 OFF -Jim Dallas -Dan Gainesville -Mark	3	4	5
6 Birmingham -Jim OFF St. Louis -Mark	7	8	9 San Antonio -Jim Tulsa -Dan Nashville -Mark	10	11	12
13 Louisville -Jim Durham -Dan Gainesville -Mark	14	15	16 Birmingham -Jim Columbus -Dan Dallas -Mark	17	18	19
20 Gainesville -Jim Nashville -Dan Tulsa -Mark	21	22	23 Columbus -Jim St. Louis -Dan San Antonio -Mark	24	25	26
27 Louisville -Jim Durham -Dan Birmingham -Mark	28	29	30 Dallas -Jim Nashville -Dan Gainesville -Mark			



## PAGE 1 -RECRUITING SCRIPT

### 1st Interview

**You:** This is \_\_\_\_\_ returning your call. You called me about the in-home sales position, is that correct?

**Applicant:** Yes, I did.

**You:** Great. We're looking for closers with professional "commission only" sales experience; do you have any professional "commission only" sales experience?

**Applicant:** Yes, I do. (Most applicants will take this opportunity to tell you about everything they've sold, if they do not, read the next line).

**You:** Ok great. What have you sold? (Let the applicant answer and then keep asking questions about their answers. This is where you dig and dig to find the relevant experience(s) and how long they did them. You want to write down this information as you will need it on your confirmation page. Please see the confirmation page to determine exactly what you need from your applicants at this stage in the interview. *ie...name, address, phone number.* Make sure you get it...you'll need it.)

Now I've got a few qualifying questions I need to ask you before we get started. I'll tell you more about the position in just a second. Is that okay with you? Great. Thanks.

1. ***So have you ever applied to work for Blue World Pools in the past? (Important Note: All previous applicants must be approved for re-hire before we can offer them a position. So continue with your first interview and then email me the applicants first and last name as well as their area code and phone number before the second interview and then wait for an approval. Allow up to 2 business days.)***
2. ***How'd you hear about the position?***
3. ***Do you have your own reliable transportation?***
4. ***Do you have a valid Driver's License, Social Security Card and proof of Auto Insurance?***
5. ***If we offer you the position are you able to text or email me pictures of all three?***
6. ***Blue World Pools will require you to have a smart phone. Do you have a smart phone?***
7. ***This position is 100% commission, are you ok with that?***
8. ***Also, this is a F/T position that requires a F/T commitment, are you ok with that?***
9. ***If we offer you this position, you'd be required to cover your entire market which typically means at least a 2-hr. radius in every direction, are you okay with that?***
10. ***Great. What city and state do you live in?***
11. ***What's your zip code? (Here is where you want to Google the zip code to be sure that the applicant lives in or near one of the hiring markets. DO NOT ASSUME YOU KNOW WHERE THEY ARE...GOOGLE THE ZIP CODE and please don't ever call me to discuss an applicant without his/her zip code, it's one of the first questions I will always ask you, being what's the applicants zip code? Also, you need the zip code for confirming your new hire where miles to training site is asked on the confirmation page. So please ask for it now.)***
12. ***And then finally, if we decide to work together, how soon are you be able to start?***

That's great because we're looking for people who can start now. So let me tell you a little bit about the company and the position...



## PAGE 2 -RECRUITING SCRIPT

### 1st Interview –cont’d.

Blue World Pools is a nationwide above ground Pool Company that’s been selling and installing above ground pools since 1982 and we’re very good at what we do!

The prices for our above ground pools range from \$299 to over \$10,000.00, so you’ll have options to fit every budget. And we don’t use any telemarketing, cold calling, door to door, mail outs, or any other forms of advertising other than TV and internet advertising. And we provide 100% of all of your appointments. So no more door to door, cold calling, or asking for referrals. Those days are done. In fact, Blue World Pools spends **MILLIONS OF DOLLARS** on TV and internet advertising, so what’s happening is, our customers are actually **calling us** and **asking us** to send a sales rep to their homes when they’re ready to buy a pool. But before we set those appointments, we **pre-approve** every customer for a loan before we go anywhere to see anybody. Also, before we set the appointment, we make sure that everybody that needs to be there is gonna be there for your entire 90-minute presentation. We also allow you to call the customer one more time on the day of the appointment before you go to their house to make sure everybody’s gonna be there when you get there as well. Now that’s extremely rare in this business, but we need to know they’re gonna be home before we go anywhere to see anybody about anything. Look, there’s two things you’re not gonna do here, number one; you’re not gonna go see somebody who can’t buy a pool. And number two; you’re not gonna go see somebody who’s not home. And I’m pretty sure you can appreciate that, am I right? **(Stop here and let them answer that question. Don’t ask a question and keep talking...that’s just weird Have a short conversation with them here. You just gave them some amazing information.)**

Now as far as the money is concerned, our sales reps average 2 to 3 appointments per day, at least 6 days a week. Are you ok with that? Good, so if you’re an average closer you’ll run 12-14 appointments per week, close at least the company average 40-50% of those appointments, sell 5 or 6 pools a week and make about twenty-five to thirty-five hundred dollars a week plus bonuses. Does that sound like the kind of money you’d like to be making? **(Again...let them answer. See what they say. You’ll find out what they’re thinking or if they’re even listening to you here.)** Now the bonus is \$150 for every pool you sell that’s paid with cash and \$100 for every pool you sell that’s paid with financing and that bonus is paid, in addition to your commission, on one big check at the end of the pool season. So if you sell 100 pools this season, your bonus is gonna be at least \$10,000.00 at the end of the season. Also, we pay for your gas for your first ten appointments. That’s \$25 for each appointment and the way that works is after you run five appointments, we’ll send you \$125 and then another \$125 after you run five more.

And we do put everybody through a 2½ day training class and if we decide to work together your training class is gonna be in \_\_\_\_\_ (city) on \_\_\_\_\_ (date). And we’ll pay for the hotel; all you’ll need to do is get yourself there and get yourself home. Also, we’ll take care of your breakfast every morning. Lunch and dinner are your responsibility. And we won’t ask you for a dime for anything. Your hotel will be paid for in advance. Are you ok with all that? **(Again...let them answer. Your question here is very important and another chance to find out exactly what they’re thinking in a not so obvious way.)** Ok great. And then finally, we ask that you be willing to start immediately after class. Are you ok with that? Great, do you have any questions for me? **(Time for an unscripted conversation here. Let loose and have a friendly conversation here. The hard part is done!)**

Well I think you’d be a **great** fit for this position, so if its ok with you, I’d like to go ahead and set you up for a second interview...is that ok with you? OK great. Grab a pen and paper and let me give you some information **(STOP: Give them your name, your number and both websites bwpjobs.com and blueworldpools.com.)** At bwpjobs.com under the tab “Register For Sales Training” you’ll be asked for a password, but don’t worry about that right now, **I’ll give that to you after your second interview, if we decide to work together.** I just want you to go there and take a look at two things...the “Blue World Pools Commercial” and the “Reputation Report” and then call me back on whatever day you use between 10-2 (or whatever time works for you the recruiter, but always allow a time gap) for your second and final interview. Any questions?

Great. Remember, you’re calling me on \_\_\_\_\_ between 10 am and 2pm EST. OK?

**Important Note: Times and days in this part of your script are great advice but still only example and not a requirement.**



**PAGE 3 -RECRUITING SCRIPT**  
**2nd and Final Interview**

***(The second interview must always be an inbound call from the applicant THIS IS A REQUIREMENT! And you must always start this call by giving them the opportunity to ask their questions first, DO NOT GIVE THEM THE JOB HERE, LET THEM ASK THEIR QUESTIONS FIRST. And please be expecting their call and know who they are. Taking notes about specific things during the first interview will remind you of who they are...have those notes ready for their call so you two can pick up right where you left off.)***

**You:** I really appreciate you calling. For starters, let me give you a chance to ask any questions that you might have, so let's just start there. What are your questions? ***(Get all of their questions answered here...make sure they've asked all they can possibly ask. Most of the time they'll just say, "Nope no questions. What do I do now?")***

**Applicant:** Okay, my turn.

1. Blue World Pools only uses two forms of advertising; do you remember what those are? **Answer: (TV and Internet)** Great. So you remember we don't do any cold calling or telemarketing, door to door or mail outs. It's all TV and Internet advertising, right?
2. Do you remember how many appointments you'll run every day? **Answer: (avg. 2-3 per day)**
3. Do you remember what the average closing percentage is? **Answer: (40-50%)**
4. How many pools should you be selling on a weekly basis? **Answer: (5-6)**
5. Did you see the commercial on bwjobs.com? And you remember that the pool prices range from to \$299 to over \$10,000 and that you'll have a pool to fit every budget correct?
6. It's important to note that the average commission per sale is about \$600-\$700 per sale...got it?
7. How's your transportation situation, everything ok there? Cars in good shape and ready to run?
8. And you do have a smart phone correct?
9. You will need a copy of your valid Driver's License, Social Security Card and current proof of auto insurance, do you have all of that? Ok great. ***If we offer you the position would you be able to text me or email me a picture of those things so I can verify that you do in fact have them?***
9. Do you remember **when** the training class is scheduled to begin?
10. Do you remember **where** the training class is gonna to be held?
11. Do you remember how many days the training class is?

Well it's a no brainer for us, we're officially gonna offer you the position, would you like to accept it? ***(Let them answer the question. They'll always say "yes" here. But your job isn't done yet, which is why we have the inbound confirmation call.)*** Ok great, I need you to go back to bwjobs.com and click on "Register For Sales Training". This time use the password "blue" to continue. Next, select your training city from the menu and then read everything. Click next page at the bottom of each page and go through that entire website. That's where you'll get all of your training information like what you need to bring to class, name, address, and phone number of the hotel you'll be staying at. Everything you need for training will be on that site. Also, make sure you print your official invitation; you'll see that on page 5. And then I need you to call me back on \_\_\_\_\_ around the same time, but any time between (always allow a time gap that works for you) just to confirm with me that you know where you're going, what you need to bring, and to make sure we're all still on the same page. But you're pretty much all set at this point. So call me on \_\_\_\_\_ but plan on being in (whatever city the training is being held in) on (the day before whichever day the training class is being held). Ok? Great, welcome aboard and I'll talk to you again on (whatever day you schedule confirmations for their class day). And again, remember, you're calling me, ok? **-THE END**

***Important Note About Confirmation Calls:*** Please remember that you must schedule the in-bound confirmation calls from your applicants as close to the training class as possible. PLEASE DO NOT SCHEDULE CONFIRMATION CALLS EARLIER THAN THE FOLLOWING. Confirmation calls for Sunday's classes should be no earlier than the Thursday before the Sunday training class and for Wednesday's training classes, confirmation calls should be scheduled on the Sunday night or Monday morning, two days before the Wednesday class.



## Recruiting Bullets -Topics For A Conversation Interview

- About Blue World Pools “Blue World Pools is a nationwide above ground pool company...”
- Pool prices range from \$299 to over \$10,000
- Advertising (TV & Internet only. No cold calling. No telemarketing. No door to door.)...
- Pre-Approve every customer for a loan...
- Allow you to call the customer before the appointment to make sure everyone will be there...
- Two things you won't do...go see customers who can't buy a pool. Go see customers who aren't home...
- Blue World Pools pays \$25 gas money for each one of the first 10 appointments...
- Average 2-3 appointments per day (**The season always starts slow so be patient in the beginning. Appointments are coming.**)...
- Average 5-6 sells per week. Average commission per sale is \$600-\$700.00...
- Average \$2500.00-\$3500.00 per week plus bonuses...
- Bonus: \$100 for every financed pool \$150 for every pool sold that's paid with cash paid on one big check at the end of the season...
- **NEW SALES BONUS:** Sales representatives who return for the following season will be paid an additional 50% of their previous season ending bonus (Example: year-end bonus was \$20,000.00, the following season they will be paid an additional \$10,000.00)...
- Sales representatives are paid on the 5<sup>th</sup> and the 20<sup>th</sup> and commissions are paid as follows 25% | 25% | 50% **or the best way to explain it is 50% up front and 50% after the order has been installed.**
- 2½ day training class...
- Blue World Pools will pay for the hotel. Getting there and getting home is your responsibility. Also, most hotels serve breakfast every morning. Lunch and dinner are your responsibility.
- Must be willing to start immediately after class...
- **Well I think you're perfect for this position, so if it's ok with you, I'd like to go ahead and set you up for a second interview. Is that ok with you?** Pick a day and time for their 2<sup>nd</sup> interview and have them call you back on that date and time. **This must be an inbound call or it won't work!** They either call or they don't. Period. Do not mess this up or you'll be out of position for the remainder of your relationship with your applicant. Maintain your leverage but with a smile on your face...
- Give them your name and phone number (assumes they don't have it or mixed it in with others)...
- Send them to both websites. blueworldpools.com and bwjobs.com (two things at bwjobs.com the commercial and the link to the Reputation Report. You will give them the password after the 2<sup>nd</sup> interview)...

**Remember, these interviews are to provide general information. The specifics are learned in training. Be brief. Be positive. Stay positive. And stay in control. This is a great opportunity for a salesperson. Everything you tell them is great news to someone with experience. Finally, invite everybody with the experience we're looking for. If they're close...always call me. We need everybody.**



## **RECRUITERS FREQUENTLY ASKED QUESTIONS** v. 1/2021

### **Overview**

Welcome to bwpcareers.com. My name is Kerry Spry. I am the President and CEO of bwpcareers.com and going forward I am and will be your only contact and source for information regarding our client Blue World Pools, Inc. I started this company and have been in this business for a long time. In fact, I started right where you are back in 2006. So believe me, if you follow my lead and instructions you can and will be successful.

Our client, Blue World Pools, Inc. wants the new sales representatives we're hiring to completely understand the job and its parameters before they are offered a position and are invited to attend a training class. Please do not hesitate to contact me if you are unsure of the answer to any question an applicant asks you. I will always have the answer ready for you.

The following is a series of questions that are most frequently asked by recruiters and applicants alike. Please make sure you familiarize yourself with this information. Much of this information will be covered on your "Recruiters Test". I will be updating this list of questions periodically, so if you have good questions that are not found on this document, please feel free to let me know what should be added. I am always here to help.

Thanks,  
Kerry Spry  
President and CEO

### **Table Of Contents**

- I. About Blue World Pools, Inc. /Global-Sun Pools, Inc.**
- II. Sales Representative's Qualifications and Requirements**
- III. About Sales Training**
- IV. Recruiter's Questions**
- V. About A Sale Questions**

### **I. About Blue World Pools, Inc.**

#### **Why has Blue World Pools, Inc. added Global-Sun Pools, Inc. to its name?**

In 2017 Blue World Pools, Inc. has once again expanded its market share back into the state of Florida. In the state of Florida there is already a company using the name Blue World. Therefore, Blue World Pools, Inc. added the name Global-Sun Pools, Inc. to its name and will continue to do so in all states Blue World Pools is currently advertising and selling pools in. Blue World Pools, Inc. / Global-Sun Pools, Inc. (ARE THE SAME NEVADA CORPORATION) and has been and will continue to be referred to as Blue World Pools, Inc. as you continue forward in addition to "we", "they", and/or "our client" until the overall changes are complete. For testing purposes, the name of our client's company is **Blue World Pools, Inc./ Global-Sun Pools, Inc.**





### **How long has Blue World Pools, Inc. been in business?**

*Blue World Pools, Inc. is a large “above ground pool” dealer. We’ve been in business since 1982. Blue World Pools, Inc. is a “one stop shop”. We sell pools, offer “in-house” financing, professional installation and service. We do it all, right here at Blue World Pools, Inc.*

### **Where is Blue World Pools, Inc. located?**

*Blue World Pools, Inc. is a nationwide company and that sells “above ground pools” in over 80 cities across the United States. The corporate offices are located in Reno, NV. and Atlanta, GA. (Atlanta since 2001). My office is in Atlanta, GA.*

### **How does Blue World Pools, Inc. advertise?**

*Blue World Pools, Inc. advertises on TV and on the internet only. We do not use any telemarketing, door to door or cold calling of any kind. In advertising dollars, each lead they provide a sales representative costs them approximately \$350.00. They invest a lot of money in providing the sales representatives with quality leads.*

### **What types of pools does Blue World Pools, Inc. sell? Does Blue World Pools, Inc. sell decks or Hot Tubs?**

*Blue World Pools, Inc. sells a variety of swimming pools but all swimming pools are “above ground swimming pools” ranging from our 15x24ft ovals, all the way up to their big 27ft round above ground swimming pool. Prices for pools range from \$299.00 to over \$10,000.00 so we have every pool a consumer might want to fit every consumer’s budget. No Blue World Pools, Inc. does not sell decks or Hot Tubs.*

### **Does Blue World Pools, Inc. sell decks?**

*No. Blue World Pools, Inc. does not sell decks.*

## **II. Sales Representative’s Qualifications and Requirements**

### **What is the Blue World Pools, Inc. selling season?**

*The selling season begins in February and ends on August 15<sup>th</sup>.*

### **What is the Blue World Pools, Inc. hiring season?**

*We are hiring sales representatives for Blue World Pools, Inc. beginning the 2<sup>nd</sup> week of February through the last week of June.*

### **What types of experiences are required?**

*The first and most important type of sales experience our client is looking for from the new sales representatives is “commission only” sales experience. Sales representatives must have sold big ticket items on a “commission only” basis in order to be considered for the sales position. Experiences such as selling cars, windows, siding, roofing, residential security, mortgages, gutters, flooring, landscaping, insurances, frozen foods door to door, vacuums and cutlery door to door are all experiences we look for in our new hires. Also, any and all types of business-to-business sales like advertising and payment systems are also excellent experiences and match up well with our client’s expectations. Experiences such as hourly retail sales like Foot Locker, Walmart, and Macy’s are not experiences we’re looking for in an applicant. Our job is to fill the positions with qualified applicants. I want you to make money and I’m willing to make exceptions to this policy, but not on a constant basis, so don’t make a habit of requesting exceptions for applicants simply because they’re motivated and energetic. You are required to find professional sales representatives with qualified experience. Again, there are exceptions to these requirements; please call me with any questions regarding this policy as well as exceptions to this policy. Please DO NOT HIRE OR OFFER THE POSITION to applicants without the required experience. Call me for a possible exception before you make any offers.*



**Does Blue World Pools, Inc. offer “part-time” or “nights and weekends” or “days only”?**

No. Sales representatives must be willing to run 2-3 appointments per day at least 6 days per week, full-time and without scheduling issues. The first appointments are at 10:30 am and the last appointments are at 8:30 pm. New hires are required to be available for all appointment slots, 6 days per week. **Sales representatives are welcome to take off any day except for Saturday or Sunday** and are encouraged to run appointments 7 days per week. However, working 7 days a week is not yet a requirement. Any deviation from this and any other policy will require an exception that can only be provided by me and me alone. Please do not authorize any exceptions to any policy until you have spoken with me. You can call me for an exception anytime. Please always have the applicant’s zip code ready before the call. That will be one of the first questions I ask.

**How soon can sales representatives expect to start running appointments? How soon must they be able to start?**

New sales representatives leads are being booked while they are in training class so they are required to be willing and able to start immediately after class (example: Sunday’s classes end on Tuesday, sales representatives must be willing and able to start on Wednesday. Wednesday’s classes end on Friday, sales representatives must be willing to start on Saturday. Also, in some cases, new sales representatives are asked to be able to run their first appointment on their way home from training and for those that live in the same city as the training site, they could have appointments at 5:30 pm and/or 8:30 pm on the day class is concluded). Obviously, this policy works in your favor since the sales representatives you are hiring must run at least 2 appointments in order for you to get paid for that hire. **So make sure your sales representatives are willing and able to start immediately following the conclusion of sales training.**

**What is the area or radius a sales representative is required to cover?**

Sales representatives must be willing and able to cover a 2-hour radius minimum. A common expression we tell applicants which makes it easier for the applicant to understand would be, “you are required to cover your entire market, which means wherever customers can see Nashville television (for example) is where you can expect to have an appointment, which typically is a 2-hour radius in every direction”.

**Do sales representatives make any type of salary?**

No. Sales representatives are paid on a 100% commission only basis and therefore sales representatives must be willing and able to work on a 100% commission only basis.

**Does Blue World Pools, Inc. offer any benefits and are they employees or independent contractors?**

No. Blue World Pools does not offer any benefits. All new sales representatives are self-employed independent contractors who must complete and sign a 1099 Tax Form. And then early next year sales representatives will receive a 1099 from Blue World Pools, Inc. for all sales commissions earned during the pool season. Finally, all independent contractors are responsible for providing their own benefits.

**What are some other basic requirements?**

Sales representatives must have their own reliable transportation and a smart phone. This is a seasonal sales position and sales representatives must be willing and able to start immediately and work until the last appointment on August 15<sup>th</sup>. All sales representatives are required to have a valid driver’s license and valid auto insurance. Proof of both a valid driver’s license and valid auto insurance must be presented at training. Trainees who arrive at training classes without all of the required documents will be sent home in most cases and not allowed to complete training. In instances where the sales representative is permitted to stay in the training class and is allowed to graduate...the recruiter who hired that sales representative will forfeit his/her \$100 Graduation Advance. **Trainees must have a smart phone and all of the required documents.**



### **Does Blue World Pools, Inc. offer full-time travel / road warrior positions?**

First, full-time travelers cannot be hired without an exception. DO NOT HIRE A FULL-TIME TRAVELER WITHOUT AN EXCEPTION. Yes. Blue World Pools, Inc. does offer full-time travel positions for road warriors that are interested in traveling and selling pools on per diem. There are some basic expectations and requirements for this position. First and foremost, applicants applying travel positions are required to have the required “in-home, big ticket item, commission only” sales experience. There will be no experience exceptions for full-time travel applicants. Next, the applicant must have a minimum of \$250 in their pocket and be able to travel from sales training to their assigned market, check themselves into a hotel, and then pay for their first night in that hotel. Applicants who cannot afford to do that cannot be hired. Per diem will begin on the following day at \$100 per day. Applicants must also be willing to travel for 3-4 weeks at a time. Furthermore, if an applicant for travel lives in a current market area, it must be made perfectly clear that their priority will be local appointments first and then be willing to travel if needed because that applicant may never be called on to travel. And then finally, the procedure to get an exception for these applicants is to have the applicant email you the following statement from their own personal email address. Once you, the recruiter, forward the following statement emailed to you from the applicant to my email address I will reply within (2) business days with the 3-digit code that you will need for the exception in the space provided on the confirmation page at bwpcareers.com. Normally this position is not available until May 1 of each season.

**Full-Time Travel Statement:** "I \_\_\_\_\_ understand that I have applied to become a full-time travel sales representative for Blue World Pools, Inc. and I further understand that if I do not live in an active Blue World Pools, Inc. sales market that I will not receive any appointments in my own area. Additionally, I do understand that if I do live in an active Blue World Pools, Inc. sales market that I may not be asked to travel and that local appointments are my priority followed by the option to travel full-time if needed. Furthermore, I am willing and able to attend training and leave from the training site to any area within the 90 cities that Blue World Pools, Inc. needs me to travel to for a minimum of 3-4 weeks at a time. I also understand that I am financially responsible for getting myself to the designated sales market and for checking into a hotel and paying for my first night. I understand that the \$100 per diem plus commission will begin the following day."

### **III. About Sales Training**

#### **When are sales representatives asked to arrive at training?**

Sales representatives rooms are prepaid for arrival the day prior to the scheduled training class. So if class begins on Sunday, new hires are asked to arrive and check in to the hotel before 6pm on Saturday. If class begins on Wednesday, new hires are asked to arrive and check in to the hotel before 6pm on Tuesday. Also, if the sales representative lives in the city where the training is being held (i.e. training in Louisville, lives in Louisville), the sales representative is not required to stay in the hotel and should not be invited to stay in the hotel. Local representatives are welcome to stay in the hotel, but they will have to pay for their own stay. **Important Note: I make hotel reservations around noon on the day sales representatives are scheduled to arrive at the hotel. Please make sure all new sales representatives are made aware of that fact. So if they call the hotel before noon the hotel may not yet have any idea who they are and they may not continue to the site from fear of not having reservations. Always tell them, “no matter what the hotel says or doesn’t say, bring your “official invitation” and get to the hotel, you will not be turned away”.** And they won’t be turned away as long as they have their “Official Invitation”, they should have a room at the hotel. In the rare instance where a salesperson is not on the list and the hotel refuses to accept their invitation and you cannot reach me by phone, ask he/she to pay for the room and we will immediately reimburse them for that night. Please make sure you contact me as soon as your hire has a problem at a hotel.



**Who makes hotel reservations for the new sales representative?**

*I make the reservations for the sales representatives with the hotel. The sales representatives are never asked to contact the hotel for any reason unless they are running late on their scheduled date of arrival. Again, sales representatives are asked to be checked in to the hotel by 6 pm on the day before class is scheduled to begin and again, if they cannot be in the hotel by 6 pm then they are asked to call the hotel to ask that the hotel hold their room for their late arrival. This is important, so please explain this to your new hires. Hotels are permitted to sell vacant rooms beginning at 6 pm on the scheduled dates for arrival, so **make sure your sales representatives are either on time or calling the hotel if they're running late.***

**Are sales representatives required to stay in the hotel during training?**

*No. Sales representatives are never required to stay in the hotel. Also, sales representatives who live in the training city or live within 50 miles of the training city are not invited to stay in the hotel and are not required to stay in the hotel. Local sales representatives are welcome to stay in the hotel, but they will have to pay for their own stay. Please contact me for exceptions to this policy.*

**Are sales representatives paid for training and who pays for the hotel room?**

*No. Sales representatives are not paid for training. This position is 100% commission and Blue World Pools pays for the hotel room. New hires are not asked for a dime for any reason at all. Blue World Pools, Inc. pays for the hotel. They only need to show up and show the hotel their Official Invitation, their valid driver's license and they're given a key. Also, breakfast is included at all of our sales training sites. Trainees will need to have their own lunch and dinner plans.*

**Are sales representatives asked to share a room with another trainee?**

*No. Sales representatives will have their own room and they are never asked to share a room with anyone.*

**Are sales representatives permitted to bring someone with them to the training site?**

*No. Sales representatives are not permitted to bring anyone to training. If they ignore this policy, they will be charged for extra guests and in some cases will be required to pay for their own room. We do not encourage this decision at all, but we understand if it happens. But again, they will be charged by the hotel for this decision. Please do not encourage this decision. Again, any additional charges incurred for an added guest or any other reason are paid by the trainee.*

**What will sales representatives need to bring to training?**

*All sales representatives are asked to bring their "Official Invitation", copies of their valid Driver's License, Social Security Card and Proof of current and valid Auto Insurance. They are also asked to bring a calculator, pen and pad, post-it notes, clip board, hi-liter, 25 ft. tape measure and (3) personal references we can contact in case there's an emergency. **Also, all new sales representatives are required to have a smart phone. No exceptions.** This is a very important tool that's used to send a copy of the closing paperwork to the office at the point of sale. Again, trainees who arrive at training classes without all of the required documents can be sent home and not allowed to complete training. In rare instances where the sales representative is permitted to stay in the training class and is allowed to graduate...the recruiter who hired that sales representative will forfeit his/her \$100 Graduation Advance. Trainees must have all of the required tools and documents.*

**What is the dress code for training? What is the dress code for running appointments? Are masks required?**

*Dress is always casual. Jeans, shorts and tennis shoes are always welcome in training and while running leads. Blue World Pools, Inc. always encourages all of its sales representatives to dress appropriately comfortable. Yes. Masks are required in all training classes and throughout your entire stay at all training locations. No exceptions.*



### **How long is training? What time does it start? And where are the classes?**

Training is two and a half days beginning every Sunday, Monday and a half day on Tuesday and then again, every Wednesday, Thursday and a half day on Friday. Classes begin every morning at 8:30 am and run the entire day until 6 or 7 pm. All classes are held at the hotel, in a conference room located inside the hotel.

### **How many new sales representatives are in each class?**

Each class is different, so class sizes vary. (Applicants will ask you that question. That's the exact answer.)

## **IV. Recruiter's Questions**

### **Where do I advertise?**

I try not answer that question. That's why I hired you. What I know about advertising myself and other recruiters are using you should already know based on your own recruiting experience or research. However, I created a page to help you learn more about advertising based on general information that anyone can find anywhere if they do the research. Please visit [bwpcareers.com/jobboards](http://bwpcareers.com/jobboards) for more information. But please remember that what other recruiters are telling me about their specific advertising is always private, so please don't ask beyond the information I've provided which is more than enough to start. Also, and as always, the same goes for you and your advertising, if you find a sweet spot in your advertising efforts, I'm never going to share what's working for you with anyone else. I will however offer you the same advice I would offer anyone...you must be willing to consider using paid advertising. Free advertising sites can often be unreliable, that's why they're free. Sometimes you have to spend money to make money. Not required but paid ads help a lot. Remember, you're investing in your own business. You should make it all back every time. The following is the only additional advice I can offer: (ZipRecruiter, CareerBuilder, Facebook, Instagram, and Craigslist are our #1 sources for employment advertising. Job News and Employment Guide are also useful). Also, I would advise you to add variety to your advertising efforts by advertising in as many markets as possible. **IMPORTANT NOTE: DO NOT USE THE NAME BLUE WORLD POOLS, INC. OR BWPCAREERS.COM OR ANY VARIATION IN ANY OF YOUR ADVERTISING OR EMAIL ADDRESSES OR IN ANY OTHER WAY. BOTH COMPANY'S ARE REGISTERED AND STRICTLY MANAGED BRANDS AND IMAGES. YOU ARE NOT PERMITTED TO USE EITHER NAME IN ANY WAY. YOU ARE YOUR OWN COMPANY OR DBA SO BUILD YOUR OWN BRAND NOT OURS. BESIDES YOU'RE RISKING APPLICANTS CALLING OUR ATLANTA OFFICE DIRECTLY AND LOSING YOUR COMMISSION TO A DIRECT CORPORATE HIRE. SO DON'T DO IT. VIOLATIONS OF THIS POLICY CAN AND WILL LEAD TO THE LOSS OF YOUR CONTRACT.**

### **When do Recruiters get paid? Are my pay periods the same as sales representatives being the 5<sup>th</sup> and the 20<sup>th</sup>?**

Yes. Recruiters checks are mailed on the 5<sup>th</sup> and the 20<sup>th</sup> and are paid \$300.00 per hire for all of your hires who have graduated and have also run at least (2) appointments before payroll (1<sup>st</sup> for the 5<sup>th</sup> and 15<sup>th</sup> for the 20<sup>th</sup>) will be included. Recruiters checks are mailed on the 5<sup>th</sup> and the 20<sup>th</sup> no matter what day of the week those dates fall on.

### **What is the "\$100.00 Graduation Advance"?**

Recruiters are paid a \$100.00 Graduation Advance when the new Sales Representative shows up for training and graduates. In order for you to receive the \$100.00 Graduation Advance your new hire must attend the 2.5-day training class and successfully complete the 2.5-day training class. Once your hire has successfully completed the 2.5-day training class you will be paid \$100.00 for that graduate on the next payroll before the 1<sup>st</sup> for the 5<sup>th</sup> payroll or before the 15<sup>th</sup> for the 20<sup>th</sup> payroll. The \$200.00 balance of your \$300.00 commission will be paid after your new hire has run the required minimum of (2) appointments. Finally, you must be owed for a minimum of (2) graduates or \$200 in any pay period to collect the Graduation Advance. There are no exceptions to this policy.





### **How do I find out who showed up for training and if they graduated?**

*The best way to find out who showed up and graduated from training class is to contact the applicant and ask them. You always want to know for sure. Otherwise how will you know what you should be getting paid? And while I will always have that information available, please do not rely on me for this information. I'm extremely busy and rarely have time to answer this important question that you should already know the answer to. You have to know your business...so know your business. Also, sales representatives who do not show up for their scheduled training class can only be rescheduled once. There's always a reason (car broke down, I was sick, my dog ate the directions, my hair hurts, etc.). None of that matters. There are no exceptions to this policy. Also, if an applicant calls you before the start of class to cancel, please call the hotel and cancel their room. Next, please call the hotel and cancel their room and then immediately e-mail me to update me as well. All I need to know in this email is the applicants name, class location, and cancel. There is no need to tell me the excuse that they gave you. And this is only necessary after you've confirmed your applicant for training. The bottom line is to always try to hire sales representatives that are going to show up. The way you know they're going to show up is by following the interview process and by using inbound calls to your advantage. That's the only reason I emphasize inbound calls and call backs as opposed to outbound calls to the applicants. If they keep calling, they're coming. If they don't, they're not. That's all there is to it. Furthermore, too many cancellations and no-shows can only lead to one thing. I've hired thousands of sales representatives in my career and my personal show rate is 94%, you should strive to improve on even that. And the way I've been so successful is by using the exact inbound call interview steps I'm teaching you. Learn it, trust it, use it, and you will succeed.*

### **Does bwpcareers.com have a quota?**

*No. Work at your own pace. Please remember that only our top producers will be invited back again next year in February.*

### **How do I confirm my new hire for training class?**

*Go to [www.bwpcareers.com](http://www.bwpcareers.com) and sign in at the top of the page: (Recruiter Sign In > Password: **blueworld**). Please complete the confirmation form and then simply press the submit button and you're done. Copies are automatically sent to my office and to your e-mail address you'll provide when completing the form. Please remember that I need detailed information about his or her experience. In the space provided, please tell me what their commission only sales experience is and how long. Please do not submit your confirmation forms with one-word answers in that field. Please watch the Confirmation Page Tutorial located on the Confirmation Page after you sign in at bwpcareers.com for further detailed instructions.*

### **When do I complete the confirmation form on-line?**

*Currently new hire confirmations are accepted for Wednesday's classes **no later than Monday at 10 AM EST**, but no earlier than Saturday at 6 PM EST. Confirmations for Sunday's classes are accepted **no later than Friday at 10 AM EST**, but no earlier than Thursday's at 6 PM EST. Again, please watch the Confirmation Page Tutorial located on the Confirmation Page after you sign in at bwpcareers.com for further detailed instructions. This policy has changed over the years but as it's stated here is updated and current for this recruiting season. (v: 2021)*

### **Is Monday by 10 AM EST for Wednesday's classes and Friday by 10 AM EST for Sunday's classes the cut off day and time to confirm a new hire for training?**

*Yes. New hires cannot be confirmed for training classes after the above mentioned cut off times.*



**What do I do if it's late Saturday night and I want to confirm a rep for Sunday's class or late Tuesday for Wednesday's class?**

The cut off times and deadline for Sunday's classes is Friday at 10 AM EST. The cut off time and deadline for Wednesday's classes is Monday at 10 AM EST. If you cannot meet these deadlines you are asked to reschedule your hire for training at a later date.

## **V. About A Sale Questions**

**What are the sales representatives scheduled appointment times?**

*Appointment times are set for 10:30 am, 1:30 pm, 5:30 pm and 8:30 pm.*

**How many appointments do sales representatives typically run every day?**

Depending on call volume the average sales representative will run an average of 2-3 appointments per day. However, they can be scheduled for up to 4 appointments per day.

**How do sales representatives get their appointments?**

*Currently sales representatives are asked to call Blue World Pools, Inc. every night for the next day's appointments.*

**Are sales representatives paid a percentage? What is the commission structure for a sales representative? How and when are sales representatives paid? (VERY IMPORTANT. YOU ARE REQUIRED TO UNDERSTAND THIS ANSWER.)**

Sales representatives are not paid on a percentage basis. Here's how the commission structure works, sales representatives split the profit of a sale with Blue World Pools, Inc. 50/50. So if a sales representative holds a \$4,000.00 profit margin on a sale, that \$4,000.00 profit margin is split 50/50 and the sales representative will make \$2,000.00 on that particular sale. Sales representatives are paid 50% of their commission up front and 50% after the order has been installed. Sales representatives are paid via paper check. Commission checks are mailed to sales representatives via regular mail on the 5<sup>th</sup> and the 20<sup>th</sup>. And the average closing percentage is 40-50%.

**How long does it take to install a pool?**

*It only takes one day to install a pool however customers are given the federal and state law required (3) days to cancel their order. After the (3) day rescission period, financing must be completed and the order verified which takes a couple of days, and then finally the pool must be ordered and released to the local installer for that customers market. Ultimately, lead times are approximately 3 weeks. Please remember that the most common delays stem from sales representatives failing to submit the original sales documents in a timely manner (ie..closing documents and stips).*

**How does the gas bonus work for sales representatives?**

*Sales representatives are paid \$25 for each of their first (10) qualified appointments. \$125.00 after appointments (1-5) have been run and then another \$125.00 after appointments (6-10) have been run. Please note: a qualified appointment means that they ran the appointment and was able to complete the entire (90) minute presentation. Cancelled appointments or customer no-shows do not meet those criteria. Sales representatives are allowed to call the customer before the appointment, so if they go to a customer's house who's not at home, that remains the sales representatives responsibility and therefore cannot be paid the gas bonus.*

**How does the per pool retention bonus work?**

*Sales representatives are paid an additional \$150.00 for every pool that's paid with cash and an additional \$100.00 for every pool that's paid with financing. That bonus is paid in addition to their per pool commission and is paid on one big check at the end of the season. Sales representatives are required to stay until August 15<sup>th</sup> to receive the per pool bonus.*



**Are sales representatives ever required to go back the customers home after a sale?**

*No. Sales representatives are not asked to go back to the customer’s home after the sale. Financing and installations are managed by our finance and installation departments at the Blue World Pools, Inc. corporate office. Blue World Pools, Inc. works hard to get every pool ordered and installed as quickly as possible.*

**When does the selling season end? Are sales representatives invited back for the following season?**

*The selling season begins in February and ends on August 15th. And yes, if representatives do a good job, they’re always invited back to work the following pool season.*

*General Disclaimer: The above questions and answers are accurate, but these answers are also considered a general overview not specific questions and answers. Recruiters income and results vary based on your ability to retain and provide the information contained within this training packet, work effort, and other variables. If I can be of any assistance, call me.*

**Kerry Spry**

Office: 800-706-0907 EXT. 7

Cell: 770-905-7299 (24 hrs. a day)

**THIS PAGE CONCLUDES THE FAQ’S SECTION PLEASE CONTINUE TO THE NEXT PAGE.**





## \$100.00 GRADUATION ADVANCE OVERVIEW

In an effort to aid with understanding how the \$100.00 Graduation Advance works I am providing this general overview. This overview is designed for the \$100.00 Graduation Advance only. In order for you, the recruiter, to receive the \$100.00 Graduation Advance your qualified new hire must attend the 2.5-day training class and successfully complete the 2.5 day training class. Once your hire has successfully completed the 2.5-day training class you will be paid \$100.00 for that graduate on the next pay period. The \$200.00 balance of your \$300.00 recruiting fee will be paid after your new hire has run the required minimum of (2) appointments.

Reasons for \$100.00 Graduation Advance immediate disqualification action **before** training begins are (**but are not limited to**) the following:

1. Confirmation is submitted after the 10 AM EST cutoff on Fridays for Sunday's classes.
2. Confirmation is submitted after the 10 AM EST cutoff on Monday for Wednesday's classes.
3. Trainee is found not to have the Professional "Commission Only" sales experience required and outlined in the FAQ's doc. under the question, "What types of experiences are required?"
4. Trainee does not have a specific market or does not live inside of a reasonable radius of one of the Blue World Pools, Inc. sales markets and is converted into a full-time traveler.
5. It is found during the training class that there was misleading information provided to the trainee during the hiring process that requires a trainer or corporate manager to then rehire or save the applicant.
6. Trainee arrives late in to training class for any reason.
7. Trainee is missing one or more of the required documents (Driver's License, Social Security Card and Proof of Auto Insurance).
8. Recruiters average show rate is below 75% combined or for any one class or year to date.

Reasons for \$100.00 Graduation Advance immediate disqualification action **after** training has been completed are (**but are not limited to**) the following:

1. New hire does not run the minimum of (2) appointments.
2. New hire is no longer working as an Independent Sales Representative at the time the recruiter commissions are calculated.
3. New hire refuses any one appointment offered by Blue World Pools, Inc. and is deemed inactive.
4. New hire is found to be unable to run his/her first (2) appointments for personal reasons and is moved to the "mechanical" or "personal" reasons inactive list.
5. **You the recruiter are only owed \$100.00 for one graduate (meaning that your commission check must have a minimum of (2) graduates or \$200.00 for any one pay period in order for you to collect the Graduation Advance) otherwise the Graduation Advance will be held and you will be paid the full \$300.00 commission after your hire has run the minimum (2) appointments.**
6. You the recruiter are no longer active and considered non-productive. *The \$100 Graduation Advance is not owed and is intended to reward you for your work and to put money in your pocket faster. You will always be paid your entire commission but can be disqualified from the \$100 Graduation Advance for being in poor standings with bwpcareers.com and ultimately on your way out. That's just a reality of our business. So stay positive and productive during your contract period and produce and you will reap the benefits of your efforts.*

The result of any of the above-mentioned disqualifications will disqualify your new hire from the \$100 Graduation Advance. You will still collect the entire \$300.00 recruiting commission if your hire graduates and runs the required (2) appointments. The above mentioned will only disqualify your hire from the \$100 Graduation Advance.

By signing below, I am agreeing that I have read, understand, and agree to the above \$100.00 Graduation Advance Overview and the stated and unstated disqualifications. I further agree and understand that the disqualifications are not limited to the above terms and that the \$100.00 Graduation Advance can be revoked at any time and for any reason by Blue World Pools, Inc. or bwpcareers.com and any one of their operating managers.

Recruiter Print: \_\_\_\_\_

Date: \_\_\_\_\_

Recruiter Sign: \_\_\_\_\_





This is the last page of this training packet and this page concludes the “Recruiters Training Packet”. Please go to [www.bwpcareers.com/recruiterstest](http://www.bwpcareers.com/recruiterstest) and begin your test. Normally I can get your test results back to you within 2 business days. If you’re having trouble with the link to the test, simply open your browser and copy/paste the link or type the link in to your address bar manually.

**CLICK HERE TO BEGIN THE RECRUITERS TEST → [www.bwpcareers.com/recruiterstest](http://www.bwpcareers.com/recruiterstest)**

**CLICK HERE TO BEGIN THE RECRUITERS TEST → [www.bwpcareers.com/recruiterstest](http://www.bwpcareers.com/recruiterstest)**

**CLICK HERE TO BEGIN THE RECRUITERS TEST → [www.bwpcareers.com/recruiterstest](http://www.bwpcareers.com/recruiterstest)**

**CLICK HERE TO BEGIN THE RECRUITERS TEST → [www.bwpcareers.com/recruiterstest](http://www.bwpcareers.com/recruiterstest)**

**CLICK HERE TO BEGIN THE RECRUITERS TEST → [www.bwpcareers.com/recruiterstest](http://www.bwpcareers.com/recruiterstest)**

**VERY IMPORTANT: I REPLY TO ALL TEST ANSWERS WITHIN (2) BUSINESS DAYS. BUT BECAUSE MY EMAIL ADDRESS IS A BUSINESS ADDRESS EMAIL PROVIDERS LIKE GMAIL AND YAHOO HAVE AND WILL SEND MY REPLY TO YOUR SPAM FOLDER (ESPECIALLY GMAIL). SO IT’S IMPORTANT THAT YOU CHECK YOUR SPAM FOLDER FOR YOUR TEST RESULTS. IF YOU DO NOT GET YOUR RESULTS WITHIN (2) BUSINESS DAYS PLEASE CALL ME AT MY OFFICE BECAUSE THERE’S DEFINITELY A PROBLEM. PLEASE DO NOT CALL MY OFFICE FOR TEST RESULTS BEFORE (2) BUSINESS DAYS.**

Thanks,

*Kerry Spry*

President and CEO

bwpcareers.com

O: 800-706-0907 Ext. 7

M: 770-905-7299