



## 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 to apply for one of the few remaining contracts available as an Independent Contract Recruiter with us here at bwpcareers.com.

First things first. I know you have a thousand questions right now. But before reaching out, please read this entire training packet at least once. Just about every question you have will be answered here. Once you've read this entire training packet at least once and you still have questions before you begin your test, feel free to give me a call at my office. But please do not email me those questions. Most answers to your questions are too long and too detailed to answer via email. *Please note: If your questions are test related, I won't be able to answer them.*

Let me address two of the most common questions:

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

- *Yes. This is a 1099, self-employed, Independent Contractor position. You are not an employee of bwpcareers.com and/or Blue World Pools, Inc. <end answer>*

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

- *Yes. This is definitely real and the "catch" is you're going to have to work hard in order to make the money you're here to make. And so we're clear, if I were you, I'd be making \$15,000 a week not \$2,400-\$4,000 a week. And I'd make that amount by working longer, trying harder, and by pushing and pushing and pushing non-stop all day every day 7 days a week as if my life depended on it (which in my case, my life really does depend on it because I don't have other options or another job. I do this for a living. Therefore, failing is not an option for me). And I'm not just saying that like most people say it and then wake up the next day and quit everything they start. I'm saying "failing is not an option" because failing really isn't an option for me. You can and will be successful here with us at bwpcareers.com if you're determined to be successful. And at the end of the day, the only catch is you and your willingness and desire to be successful. Ultimately, you can make the money you're here to make. Your income will always reflect your commitment, your effort, your creativity, and your own abilities. <end answer>*

**Quick Story:** A long time ago I had a greeting on my cell phone that I always left open on my desk that read, "Get Motivated". And at the time I was working for a very successful real estate investor that looked over my shoulder one day to read the greeting on my phone and then tapped me on my shoulder to get my attention to say, "Kerry you don't have to worry about getting motivated, 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. Those of you that are truly motivated to be successful can and will be successful right here with us. But don't worry if that fire isn't burning in you right this second. The attitude and some of the most important parts of the daily routine you need to be winning with us here at bwpcareers.com can and will be learned in this training packet if you're willing to learn what I'm trying to teach you in this training packet. So get focused right now. This training packet is important and is critical to your success. You'll need every word of it! And speaking of words, I use the word "gonna" a lot throughout this training packet. So just go with it.

Finally, there are a total of 29 pages included with this training packet. The Recruiters Test Instructions and a link to the Online Recruiters Test can be found on the last page of this training packet or you can simply go to [www.bwpcareers.com/recruiterstest](http://www.bwpcareers.com/recruiterstest) to begin your test. Thanks.

**Kerry Spry**  
President and CEO  
bwpcareers.com

**b w p c a r e e r s . c o m**

Atlanta, GA. • Local: 770.951.1831 • Worldwide:+1.800.706.0907 • Fax: 770.988.1968



Let's begin. You are required to take and 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 start recruiting. I'll even help you out by answering one of the 2-part questions on that test right now. Our client's name is Blue World Pools, Inc. / Global-Sun Pools, Inc. (Seriously, don't be the person that gets that test question wrong. I just gave you the answer.) After you complete the Recruiters Test, please allow up to two business days to receive your test results. You will get your results emailed to you whether you pass or fail. Make sure you enter the correct email address on the test, and check your spam folder for your results. If you don't see your test results within two business days, call me at my office because there's definitely a problem.

Also, I'm once again advising you to read everything. Don't just scan this training packet for the test answers. That's not a great idea at all. Everything that you've read up to this point was written to help you learn this business on the fly. You need to be able to grasp everything I've written and am trying to teach you. If you can't recall it when you need it the most, this training packet and the answers you provide on the Recruiters Test will ultimately give you the ability to know those answers in real time when you need them the most. Learn this now, qualified applicants will never simply accept this position because it sounds like a great opportunity. You've got to know what you're talking about. Some applicants will see your ad, call you, and jump right on board (some always do when you're advertising an opportunity as promising as this one), but they won't just start working with you because they're unemployed and your ad sounds like the answer to their problems. Believe me, when you start interviewing these applicants, you need to know what you're talking about in order to help them overcome their immediate concerns and answer their questions. Think of it this way, imagine what would happen if you contacted me about this awesome recruiting opportunity and I couldn't answer basic questions. Would you come work with me if I wasn't able to answer a few basic questions that were important to you? Of course not, and neither will your applicants. So study all of this training packet and learn what you need to know to be successful as a Recruiter with us here at [bwpcareers.com](http://bwpcareers.com).

As a Recruiter, the key to success is knowing what you're talking about. This is not physical labor, so you won't be able to force it. This is brain work that deals with your applicant's delicate psychology, concerns, and comfort levels. Your first goal is to know what your applicant needs to know, and your second goal is to have the knowledge to give them the correct answer, whether it's the answer they're hoping to hear or not. You need that knowledge, and that knowledge comes from this training packet.

So read everything, and when the time comes that you need to know why something is the way it is, call me and ask me. I'll 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 started advancing recruiters part of their commission as soon as their new hire graduated from training. Now, if your new hire graduates from training class on or before the 1<sup>st</sup>, you will be advanced \$200.00 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 advanced \$200.00 for every graduate on the 20<sup>th</sup>. For example, if you have 12 new hires graduate from class on or before the 1<sup>st</sup>, your commission check on the 5<sup>th</sup> will be at least \$2,400.00! I'm doing this to help you put money in your pocket faster. But keep in mind, some hires can and will be disqualified from the \$200.00 Graduation Advance for different reasons, so always play by the rules. See the example of the "\$200.00 Graduation Advance Overview" below to learn about some of those disqualifications.

***Important Note:*** *Your new hire packet and agreements (i.e. Independent Contractors Agreement, W-9, and Pay Agreement) will all be sent to you as part of your welcome packet if you pass the Recruiters Test. Recruiter agreements are signed electronically via DocuSign and will include the \$200.00 Graduation Advance Overview which outlines all qualifying and disqualifying policies. All agreements must be signed and returned before you can be paid. Also, this position allows you to hire in over 90 cities nationwide, so it's important to understand that this opportunity does not limit you to any one area. Our Recruiters do not have territories. You need to be able to reach applicants in multiple cities in order for you to maximize your income.*

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## 2025 -Hiring Markets List

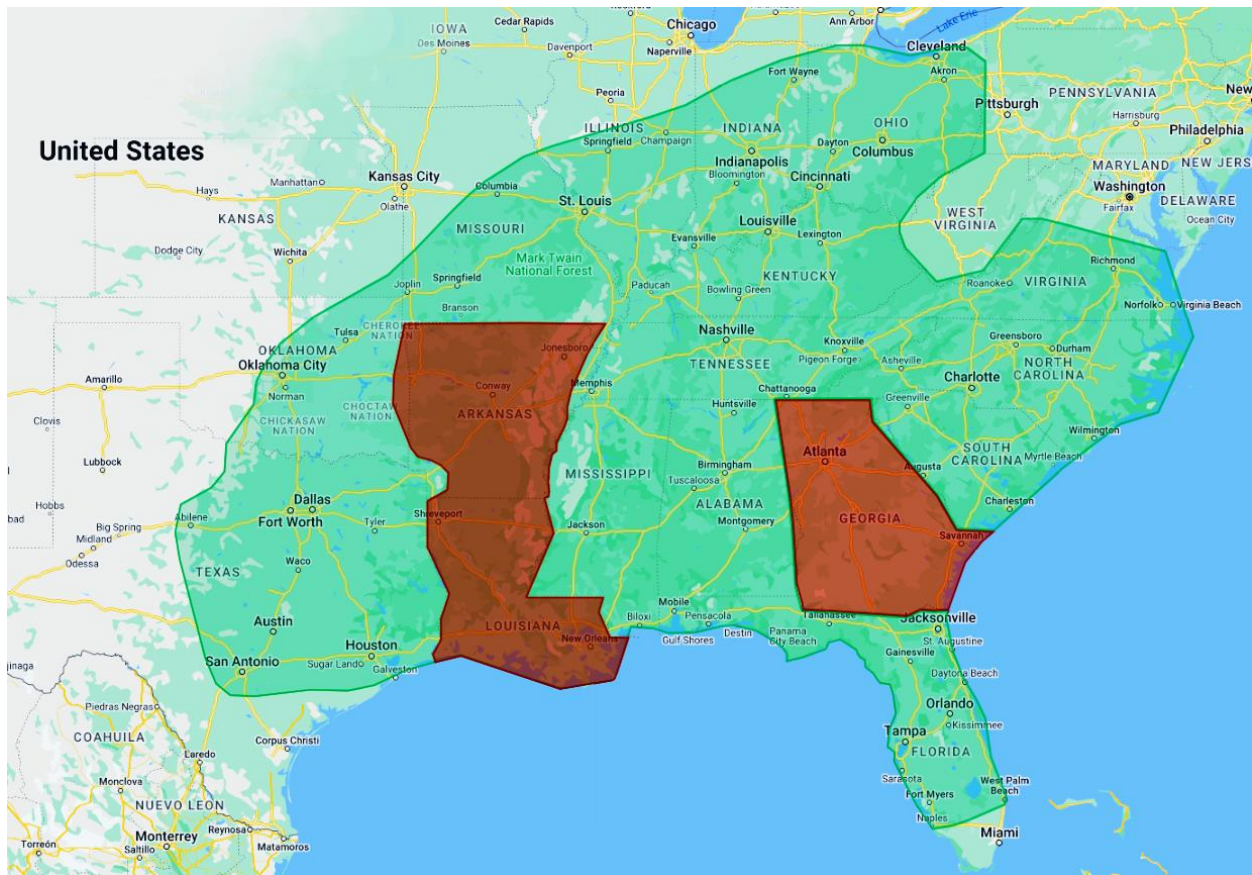
Currently we are hiring new sales representatives in the following cities and their surrounding areas. Your applicants must live in or around one of the following cities. If the applicant lives more than two hours away from any one of these cities (zip code to zip code) please call me with the applicant's 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 and to determine if your applicant is eligible for hire based on location.

**Important Note:** *There have been significant changes made to this list since 2024. Be sure you know where and what those changes are. You don't want to make a mistake of hiring someone from an area that's no longer on this list.*

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

## 2025 -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-shaded area, so take advantage of all of these areas. You can also advertise in smaller cities around the listed markets to expand your reach. Plus, advertising in smaller cities is often less expensive and less competitive. For more details and an interactive view of this map, visit: [bwpcareers.com/hiringmarketsmap](http://bwpcareers.com/hiringmarketsmap)



**Written Policy:** Recruiters are not authorized to hire applicants from any of the red shaded areas or from areas that are not shaded green on this map (including South Florida). Visit [bwpcareers.com/hiringmarketsmap](http://bwpcareers.com/hiringmarketsmap) where you can zoom in using the live interactive map. If you're not sure about an applicants location, text me the applicants zip code and let me know you need help determining whether or not the applicant is eligible for hire based on the applicants location and I'll be happy to look at it for you and let you know.



## 2025 -Training Hotels List

**Best Western Plus -Birmingham**

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

**Holiday Inn Express -Columbus**

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

**Best Western Gateway Grand -Gainesville**

4200 NW 97<sup>th</sup> Blvd.  
Gainesville, FL. 32606  
P: 352-331-3336

**Best Western Plus -Knoxville**

420 N. Peters Rd.  
Knoxville, TN. 37922  
P: 865-539-0058

**Wingate by Wyndham Louisville East -Louisville**

12301 Alliant Court  
Louisville, KY. 40299  
P: 502-261-0644

**Fairfield Inn -Oklahoma City**

1520 Garth Brooks Blvd.  
Yukon, OK. 73099  
P: 405-265-3866

**Holiday Inn Express -Raleigh/Durham**

2701 Longpine Rd.  
Burlington, NC. 27215  
P: 336-584-4447

**Best Western Plus -St. Louis**

4376 Woodson Rd.  
St. Louis, MO. 63134  
P: 314-528-3100

**Comfort Suites -Waco**

810 Interstate 35 North  
Waco, TX. 76705  
P: 254-799-7272

**Important Note:** The names of the training cities may differ from the training sites actual address because the training cities are named after the nearest major market closest to the actual training site.



## **Training Cities**

1. *Birmingham, AL.*
2. *Columbus, OH.*
3. *Gainesville, FL.*
4. *Knoxville, TN.*
5. *Louisville, KY.*
6. *Oklahoma City, OK.*
7. *Raleigh/Durham, NC.*
8. *St. Louis, MO.*
9. *Waco, TX.*

There are over 90 markets and only 9 training cities. Our client offers up to four training classes per week. One thing you need to take away from this part of your training packet is that you should not try to follow the training schedule when advertising. Meaning, always be advertising everywhere you can, as often as you can. There is not a single city on the markets list that won't have a nearby training class 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. Also, please do not attempt to confirm a hire for training in a city far beyond the one they would normally attend just so you can get paid faster. Handle your applicants with the same care and consideration you would need if the roles were reversed and you were in their financial headlock. There's absolutely nothing wrong with giving them a couple of options and letting them choose which training class location works best for them. Never require applicants to attend a training class that fits your schedule over theirs.

Again, there are 9 training cities. All 9 training cities are within a few hours of every sales market or hiring city. Obviously, not all of markets have training held in the market city itself, which is why *Blue World Pools, Inc. pays for a hotel for sales representatives who live more than 50 miles away from the training city.* Don't ever think that the distance to training cities is a challenge because it's not. If you think that it's a challenge or not confident about this detail during your interviews, your applicants will catch on and feel the same exact way and then you're both done. You can't go from being proud of pre-approved appointments and a \$25 pitch commissions to suddenly hesitating and saying, "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. If you conduct your interviews the way you're being taught, keep a positive attitude, and stick to the script, you'll have no problems hiring new sales representatives. This type of out-of-state and out-of-market sales training is nothing new and has been going on long before us. Applicants with experience won't be surprised by this training model. Just because it's new to you, doesn't mean it's new to your applicant. Furthermore, it is what it is, so don't complicate it because it's not complicated. And definitely don't be shy about this detail. Back 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. As an added level of difficulty, training back then was 4 ½ days long, not 2 ½ days. And I never had a problem recruiting sales representatives from any of those markets. At one point, I had the list of training cities down to just four cities when I was recruiting from markets as far west as Denver, CO. But I have since worked with Blue World Pools to new training cities to make it easier for you, not me. So don't overthink the travel training. It's no big deal.

Questions about training are simple, it's in your script, just read it. It says, *"And we do put everybody through a 2 ½ day training class and if we offer you the position, your training class is gonna be on the moon on the 18<sup>th</sup>. And we'll pay for a hotel, etc..."*. Just read the script and you'll be fine. And for goodness sakes, stay positive and don't create problems that don't exist.

**Written Policy:** *You are required to send your applicants to [bwpjobs.com](http://bwpjobs.com) ([bwpjobs.com](http://bwpjobs.com) > Sales Training Center > **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 2025

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

# March 2025

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



# April 2025

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

# May 2025

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



# June 2025

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



## PAGE 1 -RECRUITING SCRIPT

### 1st Interview

**You:** Hi \_\_\_\_\_. 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. (i.e....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. 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 their zip code and know where they are. And please don't ever call me to discuss an applicant without his/her zip code. One of the first questions I'll ask you is, what's their zip code? Also, you need the zip code to confirm your hires distance to training the site. This question is asked on the confirmation page. So please ask for their zip code 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 everybody that needs to be there is gonna be there for the 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 an additional \$25 pitch commission for every 90-minute product presentation no matter what happens. So if you’re running 12-14 appointments per week you’ll average another \$300 to \$350 per week on top of your commission!!!

And we do put everybody through a 2½ day training class and if we offer you the position 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 here: Give them your name, your number and both websites bwpjobs.com and blueworldpools.com.) At bwpjobs.com under the tab “Sales Training Center” 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 for your second and final interview. Any questions?

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

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



## PAGE 3 -RECRUITING SCRIPT

### 2nd and Final Interview

(The second interview should always be an inbound call from the applicant. This is a requirement. Always start this call by giving the applicant an 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 details during the first interview will help you remember 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 to have images 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 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 lasts?

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 but this time I need you to click on "Sales Training Center". You'll need a password to get past this point. And that password is "blue". Next, select your training city from the menu and then read everything on the site. 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 take a screenshot of your official invitation and save it. You'll see that on page 5 at bwjobs.com. And then I need you to call me back on \_\_\_\_\_ around the same time tomorrow, but really any time between 10-2 just to confirm with me that you know where you're going, what you need to bring, and confirm we're all on the same page. But you're pretty much all set at this point. So call me on \_\_\_\_\_ but plan on being in \_\_\_\_\_ on \_\_\_\_\_. 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:** Please remember that you must schedule the in-bound confirmation calls from your applicants as close to the training class as possible. Never 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 pitch commission for every appointment you run...
- Average 2-3 appointments per day...  
(The season always starts slow so be patient in the beginning. Appointments are coming.)
- Average 5-6 sales per week. Average commission per sale is \$600-\$700.00...
- Average \$2,500.00-\$3,500.00 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%  
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 this approach 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 bwpjobs.com (two things at bwpjobs.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. So be brief. Be positive. Stay positive. And stay in control. This is a great opportunity for any sales representative from any background. Believe me, everything you tell them sounds great! Especially to applicants with experience. Finally, invite everybody with the experience we're looking for. If they're close or missing something or they don't have the exact experience we're looking for, always call me to see if we can get an exception for the issue. Nothing is a problem until you contact me for an exception for the issue and I tell you it's a problem. Call me and give me a chance to make it work for you and your applicant. We need everybody.



## **RECRUITERS FREQUENTLY ASKED QUESTIONS** v. 2/2025

### **Overview**

Welcome to bwpcareers.com. My name is Kerry Spry, and I'm the President and CEO of bwpcareers.com. Going forward, I will always be your only contact and source for information regarding our client and our daily operations. I've been in this specific business for a long time, starting back in 2006 right where you are now. So believe me, I know what I'm doing, and if you follow my lead and instructions, you can and will be successful.

Our client, Blue World Pools, Inc. / Global Sun 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 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 and answers that are most frequently asked by recruiters and their applicants. These questions and answers will not only address your questions but also those of your applicants, as they are typically the same questions. Meaning, your applicants usually want to know the exact same things you want to know. So please make sure you familiarize yourself with these questions and answers. 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 in this document, please feel free to let me know what should be added. I'm always here and happy to help. Thanks.

**Important Note:** Many of the following questions are written exactly the way they're asked. Therefore, some of the answers are written using the word "we" with the intention of you using the answer provided word-for-word.

### **Kerry Spry**

President and CEO

bwpcareers.com

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### **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. once again expanded its market share into the state of Florida. However, in Florida, there is already a company using the name Blue World. As a result, Blue World Pools, Inc. decided to add the name Global-Sun Pools, Inc. to its name and will continue to do so in all states where Blue World Pools, Inc. is currently advertising and selling pools. Going forward in this document, Blue World Pools, Inc. / Global-Sun Pools, Inc. will be referred to as Blue World Pools, Inc., in addition to 'Blue World Pools', 'we,' 'they,' 'them,' and/or 'our client.' For recruiter testing purposes, the name of our client 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" retailer. We've successfully 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.





**Where is Blue World Pools, Inc. located?** *Blue World Pools is a nationwide company that sells “above ground pools” in over 80 cities across the United States. The corporate offices are located in Reno, NV. (since 1982) and Atlanta, GA. (since 2001). My office is in Atlanta.*

**How does Blue World Pools, Inc. advertise?** *Blue World Pools, Inc. only advertises on TV and on the internet. We don't use telemarketing, door to door, or any other form of cold calling of any kind. And we spend about \$100,000.00 per day on advertising. Therefore, each appointment we provide a sales representative costs us about \$350.00 per appointment to produce.*

**What types of pools does Blue World Pools, Inc. sell?** *We sell a variety of swimming pools but all of our pools are “above ground pools” ranging from our 15 x 24 ft. ovals, all the way up to the huge 27 ft. round. Prices for our pools range from \$299.00 to over \$10,000.00 so we offer just about any size pool a customer might want and a price range that fits just about any customer's budget.*

**Does Blue World Pools, Inc. sell decks or Hot Tubs?** *No. Blue World Pools, Inc. does not sell decks or Hot Tubs.*

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

**What is the minimum age requirement?** *All sales representatives work as independent contractors and will need to sign a contract to begin working. Therefore, all applicants must be at least 18 years old to work as a sales representative with Blue World Pools, Inc.*

**When does the Blue World Pools, Inc. selling season begin and end?** *The selling season begins in February and ends on August 15<sup>th</sup>.*

**When does the Blue World Pools, Inc. hiring season begin and end?** *We are hiring sales representatives for Blue World Pools, Inc. beginning February 1 through the last week of June.*

**What types of previous experiences are applicants required to have?** *The first and most important type of experience that our client is looking for is “commission only” sales experience. Applicants must have experience selling 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 and hundreds of other face-to-face commission only sales experiences are all previous sales experiences that we're looking for. Also, any and all types of business-to-business sales like advertising and credit card payment systems are excellent experiences that match up well with our client's expectations. Hourly plus commission retail sales positions like Foot Locker, Walmart, and Macy's are not considered qualified experiences. I really want you all to make a lot of money and I'm willing to make exceptions to this written policy, but not on a constant basis, so please don't make a habit of requesting exceptions for applicants without qualified experience. Your job is to find professional sales representatives with qualified experience. Again, we can get exceptions for some of these requirements, so always contact me with any questions regarding this policy and for exceptions to this policy. In the meantime, please do not offer the position to applicants without experience without getting an exception first. Contact me for an exception before you make any offers. You can contact me for an exception anytime. Please always have the applicant's zip code ready before you contact me. It'll be the first question I ask.*

**Does Blue World Pools, Inc. offer “part-time” or “nights and weekends” or “days only”?** *No. Applicants must be willing and able to run 2-3 appointments per day at least 6 days per week, full-time, and without any 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 at least 6 days per week. Sales representatives are welcome to take off any one day except for Saturday or Sunday and are encouraged to run appointments 7 days per week. However, working 7 days a week is not 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 contact me for an exception anytime. Please always have the applicant's zip code ready before contact. It'll be the first question I ask.*



**How soon can sales representatives expect to start running appointments? How soon must they be able to start?** *New sales representatives appointments are being booked while they're in training, 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 their way home from training). Obviously, this policy works in your favor since the sales representatives you're hiring must run at least 2 appointments in order for you to get paid. So make sure your applicants are willing and able to start immediately after class. Also, Blue World Pools is not a super company that's somehow exempt from changes in the market or inclement weather. And like any other business Blue World Pools is normally slow at the open, then has its peak times, and then closes. And so you all know and are able to give your applicants realistic expectations, weather has the biggest impact on appointments and will always affect the number of sales appointments available to sales representatives in one direction or another. Easy to understand. Easy to explain. If it's cold in your applicants area, it's slow. If it's warm, they're getting more appointments. When it's finally summer and it's hot outside, almost every active sales representative in the country is slammed with 2-3 appointments per day every-single-day! You are required to be transparent and make sure your applicants understand this. Do not mislead your applicants under any circumstances or you will lose your contract. We are professional recruiters. We don't just hire warm bodies for a commission. It has to matter to all of us that every applicant gets a fair chance at making the money that they're contacting us and applying with us to make. If that's not important to you, you've come to the wrong place and I don't need you here. So make sure it matters to you and you care about what happens to your applicants or bounce.*

**What is the area or radius a sales representative is required to cover?** *Applicants must be willing and able to cover a 2-hour radius. A common expression we use to make it easier for the applicant to understand their area would be, "you are required to cover your entire market, which means wherever customers can see Nashville advertising, which is typically 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 applicants must be willing and able to work on a 100% commission only basis.*

**Does Blue World Pools, Inc. offer any benefits?** *No. Blue World Pools does not offer any benefits.*

**Are sales representatives considered employees or independent contractors?** *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 previous selling season. And all applicants must be at least 18 years old in order to apply for this position.*

**What are some other basic requirements?** *Applicants must have their own reliable transportation. This is a seasonal sales position and applicants must be willing and able to start immediately and work until the last appointment is run on August 15<sup>th</sup>. All applicants are required to have a valid driver's license and valid auto insurance. Proof of both must be presented at sales training. Trainees who arrive at training classes without all of the required documents, in most cases, will be sent home and not allowed to complete training. In instances where the trainee is permitted to stay in training and is allowed to graduate, the recruiter who hired that sales representative will forfeit his/her \$200.00 Graduation Advance. Trainees must also have a smart phone and a valid social security card.*

**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 an applicant for full-time travel without an exception. And yes, Blue Word Pools does offer full-time travel positions for road warriors that are interested in traveling full-time and selling pools on per diem plus commission. However, there are some basic expectations and requirements for this position. Next, applicants applying for travel positions are required to have "in-home, big-ticket item, commission only" sales experience. No exceptions. Also, the applicant must have a minimum of \$250 in their pocket and be able to travel from sales training to their newly assigned sales market, check themselves in to a hotel, and pay for their first night in a hotel. Applicants who cannot afford to do that cannot be hired as a full-time traveler. Per diem will begin the following day at \$100 per day. Mileage to travel to their new market and their first night in a hotel will be reimbursed as part of their per diem. 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 because that applicant may never be called on to*



travel. And then finally, the procedure to get an exception for qualified full-time travel applicants is to have the applicant email you the following travel statement from their own personal email address. Once you, the recruiter, forward that email to my email address, I will reply within (2) business days with the 3-digit exception code that you will need for that exception.

- **Full-Time Travel Statement:** "My first and last name is \_\_\_\_\_ and my current zip code is \_\_\_\_\_. I understand that I have applied to become an independent contractor 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 understand that if I live in an active Blue World Pools, Inc. sales market that I may not be asked to travel and local appointments are my first 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 also understand that the \$100 per diem plus commission will begin the following day which will include reimbursement for my mileage to the market and my first night in a hotel." (V. 2025)

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

**When are sales representatives asked to arrive at training?** Trainees hotel rooms are prepaid prior to their arrival the day before the scheduled training class. So if class begins on Sunday, trainees are asked to arrive and check in to the hotel before 6 PM on Saturday. If class begins on Wednesday, trainees are asked to arrive and check in to the hotel before 6 PM on Tuesday. Also, if the new hire lives in the city where the training is being held (i.e. training in Louisville, lives in Louisville), the applicant is not required to stay in the hotel and should not be invited to stay in the hotel. Local representatives that live inside a 50-mile radius are welcome to stay in the hotel, but they will have to pay for their own room. Important Note: I make hotel reservations around noon on the day trainees are scheduled to arrive at the hotel. Please make sure all new hires are made aware of that fact. So if they call the hotel before noon on their scheduled arrival day the hotel may not have any idea who they are and they may not continue to the site out of fear of not having a reservation. Therefore, it's important to tell your applicants, "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". In the rare instance where your applicants name 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 (the recruiter) contact me as soon as your applicant has a problem at a hotel. This process is a human process. So there will be issues from time-to-time. Handled correctly, issues are not a problem. They're just issues. So be a pro, keep a level head, and know yourself that we will work it out so that your applicant can be confident that you can handle the situation. These things can and will happen. So don't freak out. It happens.

**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 training hotel by 6 PM on the day before class is scheduled to begin. If they can't be in the hotel by 6 PM local time, they're asked to call the hotel to ask that the hotel to hold their room for their late arrival. This is important, so please explain this to your new hires. All training hotels are permitted to sell any vacant rooms beginning at 6 PM on the scheduled date for arrival, so make sure your hires are either on time or calling the hotel between 3 PM and 6 PM local time to let the hotel know that 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 obviously 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 any exceptions to this policy.

**Are sales representatives paid for training?** No. Sales representatives are not paid for training. Other than the \$25 pitch commission, this position is 100% commission.



**Who pays for the hotel room for trainees that live outside the 50-mile radius and are staying at the training hotel?** *Blue World Pools, Inc. pays for 100% of the trainees hotel room stay. However, most of our training hotel partners will require a credit card from the trainee for their own incidentals and/or personal purchases. Therefore, applicants that are checking in to the training hotel will need a valid credit card to check in to the training hotel. Please be sure your applicants understand that this is the training hotel's policy, not a Blue World Pools policy. Blue World Pools is not able to make any exceptions or changes to the training hotel's policies. And Blue World Pools, Inc. will never ask any sales representative for any money for any reason under any circumstances. Finally, they will also need to show the training hotel their Official Invitation, and a valid driver's license in order to be admitted in to the hotel. And while some of the training hotels might provide some type of breakfast option, this is not guaranteed. Trainees are always responsible for their own meals.*

**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 has to happen. But again, they will be charged by the hotel for extra guests. Please do not encourage this decision. Any additional charges incurred for an added guest or for any other reason are paid by the trainee.*

**What will sales representatives need to bring to training?** *All sales representatives are asked to have an image of their "Official Invitation", 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 sales representatives are required to have a working smart phone with service. 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 that hired that sales representative will forfeit his/her \$200.00 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 appointments. Blue World Pools always encourages all of its sales representatives to dress appropriately comfortable. Blue World Pools, Inc. observes all state and local mask laws. Therefore, masks are only required in training cities that require masks by law.*

**How long is training? What time does training start? And where are training classes held?** *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 this question. That's the exact answer.)*

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#### **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, 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 get started. 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 which is you must be willing to consider using paid advertising. Free employment advertising sites can be useful but they can also be unreliable, that's why they're free. Sometimes you have to spend money to make money. Get creative! Using paid ads is not required, but paid ads do 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 advertising advice I can offer: (ZipRecruiter, CareerBuilder, all social media, and CraigsList are all our top 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. **Written Policy:** Recruiters are never permitted to use the name Blue World Pools, Inc., bwpcareers.com, and/or any variation of those names in any of your advertisements, emails, email addresses, or in any other way. Blue World Pools, Inc. and bwpcareers.com are registered businesses with strictly managed public facing brands and images. You are an independent contract recruiter with your own company or dba. Work on building your own brand, not ours. Besides, you're also risking applicants calling our Atlanta office directly and losing your commission to a direct hire. Which is another reason not to do it. Either way, please don't do it. Violations of this policy can and will lead to the immediate termination of your recruiting contract.

**When do Recruiters get paid? Are recruiters pay periods the same as the sales representatives being the 5<sup>th</sup> and the 20<sup>th</sup>?** Recruiters commission checks are always shipped via FedEx on the 5<sup>th</sup> and the 20<sup>th</sup> without fail. The only time this will change is if one of those two dates fall on the weekend. When that happens, checks are shipped on Monday. If you are owed a commission and do not receive a check, don't freak out, just get in contact with me and I'll look in to it and fix it for you right away, without delay. Recruiters are paid \$400.00 per hire for all new hires that have graduated and run at least (2) appointments before recruiter commissions are calculated. Recruiter commissions are calculated on the 1<sup>st</sup> and shipped on the 5<sup>th</sup> and calculated again on the 15<sup>th</sup> and shipped on the 20<sup>th</sup>. Currently recruiters are paid via paper checks.

**What is the "\$200.00 Graduation Advance"?** Recruiters are paid a \$200.00 Graduation Advance when the new Sales Representative shows up for training and graduates. In order for you to receive the \$200.00 Graduation Advance, your new hire must attend the 2 ½ -day training class and successfully complete the 2 ½ -day training class. Once your new hire has successfully completed the 2 ½ -day training class you will be paid \$200.00 for that graduate during the next pay period. Graduate before the 1<sup>st</sup> to get paid on the 5<sup>th</sup> or graduate before the 15<sup>th</sup> to get paid on the 20<sup>th</sup>. The \$200.00 balance of your \$400.00 commission will be paid after your new hire has run the required minimum (2) appointments. **Written Policy:** In order to qualify for the \$200.00 Graduation Advance, you must be owed for a minimum of (2) graduates or \$400.00 in any one pay period. (1) new hire during any one pay period does not qualify for the \$200.00 Graduation Advance. There are no exceptions to this policy.

**How do I find out who showed up for training and if they graduated? What is the procedure for cancelling a sales representative for sales training?** The best way to find out who showed up and graduated from training is to contact the applicant and ask the applicant. You always want to know exactly what you're owed. That's one sure way of knowing. 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 that 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 that cancel or do not show up for their scheduled training class can only be rescheduled once. There's always a reason for cancellations (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. Next, when an applicant calls you before the start of class to cancel, the procedure is to call the hotel and cancel their room if that applicant was booked for a room and then immediately e-mail me to update me as well. All I need to know in your email is the applicants name, class location, and that they canceled. There is no need for you to tell me the excuse that they gave you. That email is only necessary if you've already confirmed your applicant for training through our confirmation page. Look, cancellations are part of our business. It's no big deal. Be a pro. Deal with it and move on. But the bottom line is to always try to hire sales representatives that are ready to go to work. And the way you'll know that they're ready to go to work is by following the interview process and by using inbound calls to your advantage. That's the only reason I emphasize inbound calls and inbound call backs as opposed to outbound calls to the applicants. Pretty simple. If applicants keep calling every time you ask them to call, 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 same inbound call interview method that I covered in the script as part of your training packet. Learn the script, trust the script, use the script, and you will succeed. **Written Policy:** You are required to maintain a 75% show rate.



**Does bwpcareers.com have a quota or a minimum performance level?** No. Work at your own pace. Please remember that we do cut recruiters that are not productive and only our top producers are invited back again the following season in February.

**Written Policy:** You are required to maintain a 75% show rate.

**How do I confirm my new hire for training class?** Go to [www.bwpcareers.com](http://www.bwpcareers.com) and sign in as a recruiter at the top of the page. (Click Recruiter Sign In and then enter the **password:** blueworld). Next, complete the confirmation page and click the submit button and you're done. Copies are automatically sent to my office and to the e-mail address you provide on the form. Please remember that I need detailed information about his or her experience. So in the space provided, please tell me what their commission only sales experience is and how long. Please do not submit your confirmation page with one-word answers in that field. Please watch the Confirmation Page Tutorial located at the top of the Confirmation Page at [bwpcareers.com](http://bwpcareers.com) for further detailed instructions.

**When do I complete the confirmation page 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 at the top of the Confirmation Page at [bwpcareers.com](http://bwpcareers.com) for further detailed instructions. This policy has changed over the years but these day/times are current for this recruiting season. (v. 2025)

**Is Monday by 10 AM EST for Wednesday's classes and Friday by 10 AM EST for Sunday's classes the deadlines to confirm a new hire for training?** Yes. New hires cannot be confirmed for training classes after those hard stops.

**What do I do if it's late Saturday night and I want to confirm a hire 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 those deadlines you are asked to reschedule your hire for training at a later date.

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

**What are the sales representatives scheduled appointment times?** Appointment times are normally set for 10:30 AM, 1:30 PM, 5:30 PM and 8:30 PM. But times can and will vary.

**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. However, a day with 4 appointments is rare and considered an exception. Do not tell applicant's they'll get 4 appointments per day every day. That never happens and is honestly not possible. It is a breach of trust to make false promises and inflate the opportunity we're offering our applicants and you will lose your contract. So don't do it. Do the math, 2-3 appointments per day is a great opportunity for sales representatives to consistently average \$2,500-\$3,500 per week.

**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. There are also texting and emailing components, but we do not cover that aspect during the interview process. They will learn about that in training.

**What is the commission structure for a sales representative? How and when are sales representatives paid?** The commission structure for sales representatives is a 50/50 split. Meaning that Blue World Pools splits the profit of a sale with sales representatives 50/50. So if a sales representative holds a \$4,000.00 profit on a sale, that \$4,000.00 profit is split 50/50 with Blue World Pools so the sales representative will make \$2,000.00 in that example. Also, sales representatives are paid 50% of their commission up front and 50% after the pool 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>. The average closing percentage for sales representatives is an incredible 40-50%.

**How long does it take to install a pool?** It only takes one day to install an above ground pool however customers are given the federal and state law required (3) day rescission period to cancel their order. After the (3) day rescission period, financing has to be arranged



and the order has to be verified with the customer (which takes a couple of days). Finally, the pool must be ordered and released to the installer for that customer's market. Ultimately, lead times are normally 4-6 weeks. Please remember that the most common delays stem from sales representatives failing to submit the original closing documents in a timely manner.

**How does the \$25 Pitch Commission work for sales representatives?** Sales representatives are paid \$25 for every 90-minute product presentation. Pitch commissions are paid on the 5<sup>th</sup> and the 20<sup>th</sup> along with sales representatives regular commissions. Please note: a qualified appointment means that they ran the appointment and completed the entire 90-minute presentation (which is no big deal and considered common). Cancelled appointments do not meet that criterion. Sales representatives are permitted to call the customer before the appointment, so if they go to a customer's house who's not home the sales representative cannot be paid the \$25 pitch commission and that's on the sales representative.

**How does the per pool retention bonus for sales representatives 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 pitch commission and 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> in order to receive their per pool bonus.

**Are sales representatives ever required to go back to the customer's home after a sale?** No. Sales representatives are never asked to go back to the customer's home after the sale for any reason. Financing and installations are managed by the finance and installation departments at the Blue World Pools, Inc. corporate office. Sales representatives are not needed beyond the point of sale.

**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 15<sup>th</sup>. And yes, if representatives do a good job, they're always invited back to work the following pool season. So keep up with all of your hires so you can invite them back the following season. Our average recruiter can easily start the following season with over 50 returning representative hires before they even talk to their first new applicant for the new season.

**Written Policy:** The full commission for hiring a returning sales representative is \$200.00 per hire.

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## VI. Communicating and Making Contact

**How do I communicate with you when I have questions or need your help?** Communicating with me is a very simple process. First, I need you to remember that there's just one of me working for all of you. Sure I have admins, but they can't help you. So it's us against the world. And if you just pick up the phone and call me at my office, you're likely to reach me more times than not. Normally, the best time to reach me at my office is from 10 AM to 4 PM EST (except for Friday. I'm normally gone by 2 PM EST on Friday). But those are the best times. However, I'm in my office for 12-14 hours a day Monday through Thursday taking calls at my office number, so call me whenever. I don't care. Just call me. Keep in mind that I'm normally gone by 2 PM EST every Friday. After that, it's time to call me on my cell or text me. Either way, don't hesitate. No time is a bad time because I'm always working every-single-day. But always always try me at my office first because I'm probably still here and if you call my cell while I'm at the office I'll ask you to hang up and call my office. So always try me at the office first. Again, I'm also available on weekends. Both Saturday and Sunday (day and night). But because I'm made of flesh and blood, I do make plans when I'm out of the office. But I'm still always available to help you all at some point. It just may take you a little longer to reach me when I'm out of the office. So please be patient with me and keep all of this in mind. I really hope this helps you all.

One way or another, you can reach me every single day of the recruiting season by following these basic instructions. Here's what I'd like you all to do:

1. Call me at the office. Always try me at my office first. Office: 800-706-0907 Ext. 7
2. Next, call me on my cell. Cell: 770-905-7299



3. Next, text me. If you don't get a response in a reasonable amount of time, text me again. Especially on the weekends. I'm honestly super active on the weekends. And I do not mind you all following up with me at all. In fact, I'm demanding it. So definitely follow up with me.
4. Next, if you've tried all three methods. Give it a couple of hours and then try all three again please.
5. Finally, **never ever ever call me and leave me a voicemail or email me any of your questions and wait for a reply. I don't even know how many voicemails and emails are in my inboxes, so it could be days before I find them and you get a response (if you even get a response). So never call me and leave me a voicemail and wait for a call back. I never check my voicemails because everybody knows I never check my voicemails. And only email me when you're required to email me.**

**General Disclaimer:** The above questions and answers are accurate, but these answers are also considered a general overview, not specific answers and are subject to change with the circumstances. Swimming pool sale prices and sales representatives commissions vary. And the sale prices and commissions used in this training packet are considered "examples only" and should not be considered guaranteed prices or guarantees of potential income. Recruiters income and results vary based on recruiters individual skills, ability to retain and provide the information contained within this training packet, individual work effort, ability to advertise and attract new applicants, and other variables. If I can be of any assistance, feel free to call me or text me. Remember, always try me at my office first.

## **Kerry Spry**

Office: 800-706-0907 Ext. 7  
Cell: 770-905-7299

**THIS PAGE CONCLUDES THE FAQ'S SECTION OF THIS TRAINING PACKET. PLEASE CONTINUE TO THE NEXT PAGE.**





## \$200.00 GRADUATION ADVANCE OVERVIEW

In an effort to help you understand how the \$200.00 Graduation Advance works, I am providing this general overview. This overview is designed for the \$200.00 Graduation Advance only. In order for your hire to qualify for the \$200.00 Graduation Advance, your qualified new hire must attend the 2 ½ day training class and successfully complete the 2 ½ day training class. Once your hire has successfully completed the 2 ½ day training class you will be paid \$200.00 for that graduate on the next pay period. The \$200.00 balance of your \$400.00 commission will be paid after your new hire has run the required minimum of (2) appointments.

Reasons for \$200.00 Graduation Advance disqualification before sales training are (but is not limited to) the following:

1. Applicant does not have "Commission Only" sales experience and is confirmed without an exception for no experience.
2. It is learned during training that your hire was provided misleading information during the recruiting process that requires a trainer or corporate manager to rehire and/or save your hire.
3. Trainee arrives late to training for any reason.
4. Trainee is missing one or more of the required documents (Driver's License, Social Security Card, and/or Proof of Auto Insurance) and is confirmed without an exception for missing one or more of the required documents.
5. Recruiters average show rate for any one class is below 75%.
6. Recruiters annual average show rate is below 75%.

Reasons for \$200.00 Graduation Advance disqualification after sales training are (but is not limited to) the following:

1. New hire does not run a minimum of (2) appointments.
2. New hire is no longer working or is no longer active at the time the recruiter commissions are calculated.
3. New hire refuses appointments offered by Blue World Pools, Inc. and is deactivated.
4. New hire is unable to run appointments for personal reasons and is moved to deactivated.
5. You the recruiter are only owed \$200.00 for one graduate (meaning that your commission check must have a minimum of (2) graduates or \$400.00 for any one commission period in order for you to collect the \$200.00 Graduation Advance) otherwise the Graduation Advance will be held and you will be paid the full \$400.00 commission after your hire has run the required minimum of (2) appointments.
6. You the recruiter are no longer active or are considered no longer productive.

The \$200.00 Graduation Advance is not a guarantee and is not owed. This advance is intended to reward you for your work and put money in your pocket faster. You will always be paid your entire commission for your qualified hires, but your hires can be disqualified from the \$200.00 Graduation Advance for any reason (in addition to any of the above written disqualifications). You will always collect the entire \$400.00 commission when your hire runs the required minimum (2) appointments. The above-mentioned disqualifications only disqualify your hire from the \$200.00 Graduation Advance.

**Acknowledgment:** By signing below, I acknowledge that I have read, understood, and agree to the terms of the \$200.00 Graduation Advance Overview, including both stated and unstated disqualifications. I further acknowledge that disqualifications are not limited to the terms listed above and that Blue World Pools, Inc. and/or bwpcareers.com may revoke the \$200.00 Graduation Advance at any time, with or without cause.

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

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

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





This is the last page of this training packet. This page concludes the “Recruiters Training Packet”. We have added the “industry standard independent contractor disclaimer” on the following page which will also appear on your Recruiter’s Test. I would advise you to read this disclaimer before you go any further. Once you’ve read the disclaimer, 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)**

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**VERY IMPORTANT: I WILL 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.**

## **Kerry Spry**

President and CEO

bwpcareers.com

Office: 800-706-0907 Ext. 7

Mobile: 770-905-7299

*“Team first. Me second.”*



## **Industry Standard Independent Contract Recruiter Disclaimer**

This disclaimer is intended to provide a clear understanding of the role and compensation structure of a self-employed Independent Contract Recruiter. It is essential to read this disclaimer in its entirety before considering this commission-only position. As an Independent Contract Recruiter, you assume full responsibility for your own business and advertising efforts. This includes understanding some of the terms and conditions associated with this role, including the commission-based compensation structure. It is crucial to thoroughly comprehend the risks and rewards associated with being a self-employed Independent Contract Recruiter, as well as the potential fluctuations in an income based on market conditions, client demands, and personal performance. I strongly advise seeking professional advice and thoroughly evaluating your own goals, resources, and circumstances before committing to this position. You do not need to rush in. We've successfully been in business since 2006. We're not going anywhere. And remember, success is a long path that's filled with really long days, lots of hard work, and countless challenges.

### **Kerry Spry**

President and CEO  
bwpcareers.com

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- **Advertising:** It is important to acknowledge that recruiters bear the responsibility for their own advertising decisions. While I may provide general guidance and suggestions regarding advertising strategies in the recruitment field, the effectiveness and outcome of these suggestions will vary depending on various factors, such as target audience, industry dynamics, and market conditions. Recruiters should exercise independent judgment and consider seeking advice from marketing professionals and/or advertising experts in order to tailor their advertising efforts to their specific needs and goals. The recruitment landscape is constantly evolving, and it is incumbent upon recruiters to stay informed about current trends and adapt their strategies accordingly. Ultimately, recruiters must assume responsibility for the planning, execution, and evaluation of their advertising initiatives in order to achieve optimal results.
  - **Commission-Based Compensation:** The position being offered is strictly commission-based, meaning your earnings will be solely based on the hires you generate. No base salary or hourly wage will be provided.
  - **Performance-Driven Income:** Your income in this role will depend entirely on your performance. The more successful you are, the higher your earnings potential. Conversely, low or no hires may result in minimal or no income.
  - **Independent Contractor Status:** By accepting this position, you understand and agree that you will be an independent contractor and not an employee of bwpcareers.com and/or Blue World Pools, Inc. / Global Sun Pools, Inc. As an independent contractor, you will not be eligible for benefits typically provided to employees, such as health insurance, paid time off, or retirement plans.
  - **Business Expenses:** You will be responsible for covering your own business expenses, including transportation, marketing materials, advertising, and any other costs associated with your sales activities. The company will not reimburse these expenses.
  - **Recruiting Targets:** We may establish recruiting targets and/or minimum averages for you to meet. Failure to meet these targets and/or minimum averages may result in the termination of your contract.
  - **Taxes and Legal Obligations:** As an independent contractor, you are responsible for fulfilling all tax obligations and legal requirements related to your earnings. We will not withhold taxes from your commissions, and you should consult with a tax professional to understand your tax liabilities.



- **Contractual Agreement:** Before commencing work, you will be required to sign a binding agreement outlining the terms and conditions of the commission-only recruiting position. If you fail to sign the Independent Contractor's Agreement for any reason, this disclaimer will govern any relationship between you and bwpcareers.com and/or Blue World Pools, Inc. / Global Sun Pools, Inc. whatsoever and will supersede any prior understandings or agreements.
- **Binding Arbitration:** Any dispute, claim or controversy of any kind whatsoever, whether in contract, tort, statutory or common law, legal or equitable or otherwise, now existing or arising hereafter that cannot be resolved by negotiation shall be subject to mandatory, exclusive, and binding arbitration in the local city or state where this agreement was executed, pursuant to the current version of the Commercial Rules of the American Arbitration Association (but not administered by the American Arbitration Association) or administered by and conducted under the applicable rules of any other nationally recognized mediation or arbitration association in existence at the time the dispute arises. No dispute, claim or controversy may be brought by the undersigned party as a class action, a collective action, or a private attorney general action. And the undersigned party has no right to act as a class representative or participate as a class member for any dispute, claim, or controversy.

**No Guarantees:** We make no guarantees regarding the amount of income you can earn in this position. Success as a recruiter is dependent on various factors, including market conditions, customer demand for our client's services which ultimately determines their need for more workers, and of course your own individual skills. Any earnings or income examples that have been provided are not to be considered guarantees of potential earnings. <End Disclaimer>