



CORESTREET.ORG

SCAN QR CODE AND
REQUEST ACCESS



WHY THE CORE?

- OPPORTUNITY
- PERSONAL DEVELOPMENT
- PROFESSIONAL GROWTH
- EXPERIENCE
- CULTURE

CLIENT REPRESENTATIVE

- Proactive learner
- Self-managed
- Consistency

MANAGER

- Teach, train, & develop
- Business travel opportunities
- Team: 3-5 representatives

CAMPAIGN MANAGER

- Oversee, Manage, & Develop (5 rep)
- Territory Management
- Profitability reports
- Team scheduling

ASSISTANT DIRECTOR

- Hiring process/ HR / Administration backend
- profit/loss reports
- Branding

MARKET DIRECTOR

- Client & Market management
- Team Support
- Nationwide staffing

ONBOARDING PRIORITIES:

- STERLING EMAIL FOR BACKGROUND
 - Click get started and fill out info
- DIGITAL DOCUMENTS
 - Open in browser and follow instructions

ACCOUNTS & CLIENTS



CORE RESPONSIBILITIES

- TEAM & CLIENT MEETINGS
- MARKETING & SALES EXECUTION
- BRAND PROMOTION IN RETAIL ENVIRONMENTS
- MARKET DEVELOPMENT & LEADERSHIP PROGRESSION

COMPLIANCE CODE

"Do everything in excellence."

1. RETAILER & PARTNER AGREEMENT

- a. They're the Kings of the Castle.
- b. Respecting client and retail norms
 - i. A water bottle is not worth a police report
- c. We want to avoid any Cx's being sent to them at all costs
- d. Communicate with them when going to lunch.

2. HEALTH AND SAFETY AT OFFICE AND KIOSKS

- a. Be mindful of others to avoid spreading illness.
- b. If you're feeling sick, communicate w management.
- a. Your area and KIOSK Should always be clean!
- b. NO food or drinks allowed (ONLY water bottle)
- c. NO home made signs ever
- d. Cellphone Usage Limited- ONLY Telemapper and Telegram

3. SIGNING UP CUSTOMERS

- a. Customers ALWAYS have to sign the tablet.
- b. NO sales over the phone, has to be face to face.
- c. Don't use your personal card
- d. Always have to be Upfront of Billing (1st-3months Specifically)

4. NO TALKING BACK TO CUSTOMERS EVER

- a. Lose your ego (Cx is always right!)

5. NO AGGRESSIVENESS IN THE AISLE

- a. 3 Cx's NOT to keep pitching
 - i. Ignores every question
 - ii. Tells you "not interested" right off the bat
 - iii. Gives you the Heisman

6. DRESS PROFESSIONALLY

- a. Name badge on at all times
- b. Please view the Dress Code Sheet. NO WHITE SHOES

7. PUNCTUALITY- PLAN ON BEING 15 MINUTES EARLY

- a. First Time within 30 days: WARNING
- b. Second Time within 30 days: SENT HOME
- c. Third Time. within 30 days: LET GO

8. COMMUNICATE TO MANAGERS AND ABOVE ANY STORE ISSUES IMMEDIATELY.

- a. Customer Complaints and Store Management Interactions

9. TELEMAPPER BONUS, CLOCKING IN AND CLOCKING OUT

- a. Comes out of your commission
- b. This is a team effort!
- c. Take the right picture!

10. NO FRATERNIZING

- a. Romantic relationships, is both unprofessional and unethical.
- b. Boundaries help maintain a respectful and fair work environment.
- c. If known of, it will result in termination

PRIMO Schedule

Monday - OFF

Tuesday to Friday- 9am Office

Saturday & Sunday - No Office (Straight to the store)

Sales Floor Shifts

- **AM: 10AM-3PM**
- **PM: 3PM-8PM**
- **Full Shift: 11AM - 7PM (1 Hour Lunch)**

Report to the office first before heading to the sales floor. That is where we meet to review goals, materials, and get aligned as a team.

Be on time! — these meetings set the tone for your day. We also have a very strict late policy

1st Time = Warning

2nd Time = Sent Home

3rd Time = Let Go

Reminder: Always show up **10-15 minutes early** to both the office or the sales floor. Being early is being on time – being on time is late.

Bonus Structure & Pay Compliance

At Rosel Industries, we operate on a **Hourly PLUS Bonuses** pay system with a **\$500 goal**.

Pay periods start on **Monday and end on Sunday**.

Example:

	Hours Worked	Hourly Pay	Commission Generated	What You Take Home
Week A	40 hrs	\$480	\$430	\$480 (Hourly)
Week B	36 hrs	\$430	\$1050	\$480 + \$550=\$1,030 (Hourly + Bonus)

Compliance Rules

- You must be actively engaged in the sale floor to receive any bonus
- Must be on time checked into the scheduled location with your GPS on using Telemapper.
- Must work full time (32 Hrs+)
- Can't miss office ATMO
- No compliance issues in the office and field
- Must give a 2 weeks notice before departing from the company

Bonuses will not be paid out if-

- No Call No Show = Termination
- Unexcused Tardiness without Communication w/ Management
- Major Compliance issue from Client / Retailer

CYCLE OF DEVELOPMENT

ORIENTATION

- Orientation
- Show office around
- Introduce to people
- Notebook / Pen
- W4/I9/Direct Deposit/2 Types of ID

DAY 1 TRAINING: PRODUCT KNOWLEDGE

- Go over PRIMO PowerPoint
- Water Options
- Dispensers
- Pricing
- Pitch Practice
- SEE Factors
- LOA (Law Of Averages)
- Homework- Water, Dispensers, Promotions, ETC.

DAY 2 TRAINING: QR CODE

- Walkthrough of step by step into what we offer the customer.
- Body Language
- Tonality
- Investigative questions
- Rebuttals
- Day 1 on the floor

DAY 1 IN FIELD:

- 15-20 People to the table
- 5-7 QRs
- Pitch Everyone!

DAY 2 IN FIELD:

- 6 QRs
- Close by themselves!

DAY 3-4 IN FIELD:

- By themselves (way less help while you're on the floor)

DAY 5 IN FIELD:

- Test day! (They work with someone else and see how much they can do without trainer)

*Everyday throughout the training process

- 3 things learned in field, 3 things to work on (Trainer says 3 things to trainee)

PROMOTIONS

WATER

- Pure life- **\$7.99**
- Ozarka- **\$8.99**
- Primo- **\$7.99**
 - **Promotion**
 - **BUY 2 GET 2 FREE!**

DISPENSERS

- Top Loaded, Ambient & Cold- **\$4.49**
- Tempest Cooler, Hot & Cold (Bottom Loaded)- **\$6.49**
 - ***COSTCO ONLY-***
 - Aqua Barista, Hot & Cold with K Cup / Coffee option- **\$12.49**

REFUNDABLE DEPOSIT

- Due to us **NOT** being a contract, if the customer every wishes to leave us they will get this deposit back of- **\$20**

DELIVERY PACKAGE

- **Locked** rate due to retailer, customer can order 2j jugs or 100 and it will always stay the same!- **\$14.99**

PRIMO HOMEWORK/QUIZ

100% on quiz in order to be in the floor.

WATER

PRIMO -

SPRING -

PURE LIFE -

DISPENSERS

TOP LOADED-

BOTTOM LOADED, TEMPEST COOLER-

AQUA BARISTA-

PROMOTIONS

WHAT IS THE DISCOUNT ON THE WATER?

HOW LONG IS THAT DISCOUNT FOR?

WHAT DISCOUNTS ARE AVAILABLE FOR THE DISPENSERS?

SYSTEMS

5 Steps to a Conversation: This is a system to build impulse in the customers.

1 Intro:

“Hi, how is it going?”

Smile: It is contagious

Eye Contact: Builds trust

Enthusiasm: Builds curiosity

2 Short Story:

Big Claim: “We are doing a huge promotion today”

Turn and burn

KISS: Keep it short and simple.

3 Presentation:

Investigative questions

“How often do you come for water?”

“How many do you take/refill?”

High vs. Low (retail deals)

4 Close (Height of impulse)

Assume the sale, push to scan your QR code

“Awesome Mr. Customer, all we need to do right now is see what you qualify for, do you have your phone with you? Perfect”

5 Rehash

Never stop on one yes

Get 10x more excited

3 Things we Sell

1. Yourself (S.E.E factors, body language)
2. Product (PRIMO services, water, dispensers, promotions)
3. Benefit (benefit of having PRIMO services and the benefit of signing up with you at the retail store)

8 Steps to Success

Eight great working habits

1. Attitude: Attitude and enthusiasm builds curiosity and impulse.
2. Be on Time: If you are not early, you are late.
3. Be prepared: Mentally- for all no's and yes's, stay focused on LOA.
4. Work Your Full Shift: Be intentional with every pitch. If you don't work your full day, LOA won't play out.
5. Master Territory: Territory = People. Don't prejudge.
6. Maintain Attitude: People can read you. Remember every no brings you closer to a yes.
7. Know Your Why: Family, freedom, fortune and/or fame. If you don't have goals and strive to reach them, then you will always work for someone who does. .
8. Take Control: Customers- get a solid yes/no, move on. Situations- be a problem solver. Future-set goals.

4 Core Pillars

Accountability

Prioritize

Patience

Trust

Greet/Hook Script

Hey, how's it going?

Did you hear about Sam's/Costco's **NEW SERVICE**?

Are you a Club/Plus, Gold/Executive member?

How often to do you come for your water? How many?

Perfect! **TODAY** you get a dispenser for \$6 BUCKS a month, and four 5 gallon jugs delivered at your door!

Right now you get a **BUY 2 GET 2 FREE** with your membership so you just pay \$50 to start!

With your phone, scan this QR to get started!

Promotional Checklist

Client Expert

- ☐ **Accountable-** (showing up early)
- ☐ **Professional Dress**
- ☐ **Knows 5 Steps to a Sale**
- ☐ **5, 3's, 8's.**
- ☐ **Engaged in Atmosphere**
- ☐ **70% Retention**
- ☐ **Read book:** Sell or Be Sold by Grant Cardone
- ☐ **No compliance issues**
- ☐ **Work store alone**
- ☐ **10 waters 2 weeks in a row OR 15 waters in 1 week (DAY OFF included)**

Testing Expectations

- ☐ Teach 5 Steps to a Sale
- ☐ 3 Things We Sell
- ☐ 4 Core Pillars
- ☐ 8 Steps of Success
- ☐ Summary of book Sell or Be Sold

- ★ New Pay Rate Bonus
- ★ Expectations
- ★ New Schedule
- ★ Opportunity Meeting

P R O G R E S S **REVIEW**

7 Days In-store training

- **IMPULSE CURVE**
- **PAY**
- **ACTIVATIONS**
- **SCHEDULE**
- **STANDARDS & EXPECTATIONS**
- **BOOK**
- **FEEDBACK ON TRAINING**

BREAK EVEN SHEET

(MONTHLY BUDGET)

Name: _____

Date: _____

EXPENSES

HOUSEHOLD

Rent/Mortgage \$ _____
Utilities (light, water, trash) \$ _____
Cable/TV Apps and Internet. \$ _____
Phone \$ _____
Kids Daycare/School \$ _____
TOTAL. \$ _____

FOOD

Groceries \$ _____
Eating out! \$ _____
TOTAL. \$ _____

TRANSPORTATION

Car Payment \$ _____
Insurance \$ _____
Gas \$ _____
Maintenance and Repairs \$ _____
Uber/Lyft \$ _____
TOTAL. \$ _____

HEALTHCARE

Doctor \$ _____
Dentist \$ _____
Prescriptions \$ _____
Medical Insurance \$ _____
Other \$ _____
TOTAL. \$ _____

INCOME

Take Home Pay \$ _____
Allowance \$ _____
Gifts \$ _____
Part-time Jobs and Chores \$ _____
Other Sources \$ _____
TOTAL. \$ _____

LOOKING GOOD

Clothes and Shoes \$ _____
Toiletries \$ _____
Laundry and Cleaners \$ _____
Hair Cuts/Care \$ _____
Other \$ _____
TOTAL. \$ _____

JUST FOR FUN

Movies/Games/Concerts \$ _____
Dates/Trips \$ _____
Books \$ _____
Hobbies \$ _____
Other \$ _____
TOTAL. \$ _____

MISCELLANEOUS

Credit Card \$ _____
Savings and Investments \$ _____
Educations (tuition, books, fees) \$ _____
Pets \$ _____
Other \$ _____
TOTAL. \$ _____

GRAND TOTAL

TOTAL ALL INCOME \$ _____
TOTAL ALL EXPENSES \$ _____
BOTTOM LINE \$ _____

GOALS: _____