

Buffalo Apex Interview Protocols

<https://drive.google.com/drive/folders/1rHwLqY6iDJnylCpqp-GWlZrKlo08-LOd?usp=sharing> ←Google Drive Folder with apex documents

Quick Links

📄 2025 Apex Interview (APEX interview slides we use)

bit.ly/buffalovectorapp or

https://docs.google.com/forms/d/e/1FAIpQLSfCaNrYgOz8Uq-X7Z_p1le78iBNKQWZidC04WWY55TMc5qcSg/viewform?usp=sharing

^new google form Link to fill out after the Info Session is over

☰ 2026 APEX Short and Post

☰ APEX Interview outline (Jan 2026) ← Brett Wiggins Script

☰ Sales Recruiting University Notes

☰ Post Screen ← link to Jake daugherty's post screen questions

☰ Buffalo APEX Interview OUTLINE bit.ly/buffaloapexoutline

(script we USED to use) - not needed anymore because script will be on slide notes

bit.ly/cutcointerview43c9 ←final videos and application they fill out

☰ Post Interview Text/ email System (what we use once we've accepted someone for the position)

☰ Interview Acceptance Letter 2025 (we make a copy and send in email)

📄 Letter to Parents.pdf (pdf to send in email)

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bit.ly/everythingapex (<--this document)

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General Interview Outline

1. Send out Pre-interview text 30-60 mins before
2. Run intro to interview / handle tech difficulties
 - a. 📄 2024 Apex Interview ⇐interview slides
 - b. ☰ Buffalo APEX Interview OUTLINE bit.ly/buffaloapexoutline ⇐SCRIPT
 - i. The script is now in the slides speaker notes
3. Take picture of who's on interview while they fill out pre questions (send to DM / or save to note/ album)
4. Have them fill out final application /videos at bit.ly/cutcointerview43c9
5. Copy and paste the chat in the chat into a note on your computer after the apex is done
6. Schedule 1-on-1 calls with them immediately after filling out the final application for within the next 24-48 hours if we like them

bit.ly/everythingapex (<--this document)

7. If accepted: put in 3 way text with trainer and Send training acceptance email (example email below- copy Josh on the email- jthayer@vectormarketing.com)

a.  **Interview Acceptance Letter 2025** -

i. **put their name on it at top and then save as PDF and attach to the email, MAKE SURE TO CHANGE NAME EACH TIME**

b.  **Letter to Parents.pdf** attach to email

60-90 mins before interview, send pre interview text below

For most people: Josh sends:

Hi 🖐️, this is Josh Thayer- the district manager for the Buffalo district for Vector. We're looking forward to going over details of the position with you. To help you prepare for the application process, we've created a short video with some tips and guidance 📝

➡️ You can watch the video here: bit.ly/vectorapplicationtips

📺 In the video, we provide insights to help ensure a successful remote application process.

👉 We're committed to making this process as smooth and informative as possible. I'm looking forward to going over the details. Btw- what's the main aspect you want out of a new position (flexibility, great income opportunity, resume builder, making new connections, something else)?

See you soon!

Apollo or other AM sends:

Hi 🖐️, this is Apollo Carrizales- one of the recruiting managers for the Buffalo district for Vector. We're looking forward to going over details of the position with you. To help you prepare for the application process, we've created a short video with some tips and guidance 📝

➡️ You can watch the video here: bit.ly/vectorapplicationtips

📺 In the video, we provide insights to help ensure a successful remote application process.

👉 We're committed to making this process as smooth and informative as possible. I'm looking forward to going over the details. Btw- what's the main aspect you want out of a new position (flexibility, great income opportunity, resume builder, making new connections, something else)?

See you soon!

For Less Desirable Zip codes / lower selling zip codes:

Hi , my name is __! I'm the manager you'll be meeting with today at . I just wanted to confirm - you have a computer at home that you can go on for the interview, right? The reason I ask is because this is a hybrid work from home position and a computer and cell phone are necessary to perform the duties of the position.

If they say no- say...

Okay, feel free to reapply when you get a computer so you can perform the full duties of the position.

Interview Slides here

 2024 Apex Interview

~~**APEX SCRIPT Here**~~ →

~~ **Buffalo APEX Interview OUTLINE** bit.ly/buffaloapexoutline~~

**No show texts after sending no show email from vector live/drop offs(*send to best zips*
and best recruiting sources)**

“Hi! I hope everything is ok. Did you have technical difficulties for your interview?”

Take picture of interview, put in album folder

Finish Interview and Vectorlive and post stats/info

1. **Update vectorlive** with those who stayed the entire time (qualified), and those you plan on keeping (kept) and their star rating- 1,2,3,4,5 (1 is worst, 5 is best)
2. **Send them to bit.ly/cutcointerview43c9** ← make sure they know to text you immediately when they’ve finished (text anyone you really like within 5 mins of finishing intro → “Pleasure to meet you today ! I look forward to your final application. This seems like it could be a great fit for you. Let me know once you complete that and I look forward to reviewing your application!”

3. For reps we most likely want to keep Once they've finished-Schedule

1-on-1 zoom/phone call immediately when they finish the final application- make sure the 1-on-1 with applicant is within 24 hours of finishing the interview if possible (by end of the next day) calendly is a good resource- send them your calendly link and make sure you have 1v1 times available

a. Example - they finish final application and text you they're finished

i. Send Calendly Link or just set them up for a 1 on 1 zoom with you

1. "Perfect. For next step- go to *insert calendly link* and just select a time I have available from there and let me know which time you pick."

2. *They respond* "Okay great, I look forward to speaking with you then."

4. Let managers know stats from the interview

a. Example...

- i. 4:25pm interview, 6/11 show, 5 finished, 4 filled out final application, scheduled 3 of the 4 so far for 1v1
- ii. How many 3 stars, 2 stars, and 1 stars?
- iii. After each person is accepted- update manager on people being set for training

After being Accepted for the position(group training):

-  Post Interview Text/ email System ⇐= go here for directions.

After being Accepted for the position(solo training-self paced):

- Reasons to not accept someone into group training - looks sketchy, older, 1 star, has potential to disrupt group, not a good area, not good hs, can't make it into group training because of schedule, we don't have any group training scheduled right away

- *** MARK them as the correct star on 1-5 star system

APEX Virtual Interview/tech issues and Apex texts:

- If they are having tech issues, send them this...

For Rep that we want to have on our team...

“Hi ____, it seems like you’re having some tech issues today. Is that right?”

they respond positively

“Okay no problem- here’s what we can do. Go ahead watch this video first →

bit.ly/vector7min for a brief overview of the position-then if everything looks good

-watch the 3 videos on bit.ly/cutcointerview43c9 that explains every detail about the

position A → Z and complete the final application that’s below the videos-just text me

when you’re done. We will follow up then for a 1 on 1 call to answer any final questions

you might have and see if it’s a great fit for you and our company. Sound good?”

For applicant that we probably won’t accept -
we don’t need to follow up.

bit.ly/everythingapex (<--this document)

How it Works

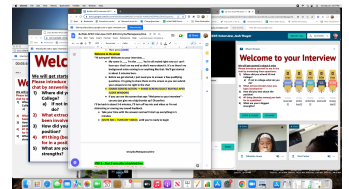
1. Pre interview documents-windows open
2. Join from vector live at your interview time
3. Start 5 mins after scheduled time (example-4:05 or 4:06 for a 4pm interview)
4. Explain interview process, yourself, and company overview
5. Send to bit.ly/cutcointerview43c9 to watch videos/fill out final application, explain process
6. Set up final 1-on-1s as they finish
7. Do 1v1 interview and set training times
8. Send email to explain directions for training

Interview General Script and protocol

STEP 1 -- Show Up (JOIN):

Objectives: (1) start on time; (2) get them doing something; (3) buy time as others show-up.

- Have the following tabs open in different windows
 - VectorLive interview results page + apex room (right of screen)
 - APEX slides  2024 Apex Interview Open with presenter view, click arrow next to "slideshow" in top right, click presenter view (have on left of screen and drag to make it bigger)
 - this apex Interview outline (center of screen-make as small as possible)



STEP 2 -- Show Up (JOIN):

- Press **[Get Host link]** in VectorLive interview results
 - Double check picture to make sure it is professional
 - To update, click picture **[TOP RIGHT]** and snap new one or upload headshot
 - Then press **[JOIN]**

Welcome to the group

“Hello everyone! Welcome to your info session and the first part of the application process...**(SHARE SCREEN) ACTION → SHARE SCREEN→ →chrome tab (SELECT “2024 APEX Interview” SLIDES WINDOW)**

- My name is ____, I’m the _____. You’re all muted right now so I can’t hear you- that’s on my end so don’t worry about it. It’s so there’s no background noise coming in or anything like that. We’ll get started in about 5 minutes here.
- Before we get started, I just need you to answer a few qualifying introductory questions. I’m going to share them on the screen so you can submit your answers to me right in the chat
- If you can see the screen that says “Welcome” - can you just give me a big thumbs up? Ok perfect
- **(Go to the next slide - “introduce yourself in the chat...”**

“I’ll be back in about 5-6 minutes, I’ll turn off my mic and video so I’m not distracting or causing any sound feedback.”

- Take your time with the answers and we’ll start up everything in 5 minutes. See you then
- **(MUTE MIC + TURN OFF VIDEO)-**

STEP 3 -- Start 5 mins after scheduled time:

Objectives: familiarize yourself with the group

- *Read chat answers - make notes for post, respond if there’s time with anything you like about their answer (top - down responding)*

Objectives: (1) explain the process; (2) build value in the position by framing the landscape and giving credibility in yourself and the company/position

- **[UNMUTE MIC and TURN CAMERA BACK ON]**

“Okay we’re going to get started. If you’re finishing up the questions make sure to send that over to me in the chat. ***follow the speaker notes in the slides***

Once they've finished Final Application...

FOR SOMEONE We know we want to have 1-on-1 With

- Objective: Schedule 1-on-1 zoom/phone call as soon as they text you back when they finish the final application- make sure the 1-on-1 with applicant is within 24 hours of finishing the interview if possible (by end of the next day) calendly is a good resource- send them your calendly link if you have one and make sure you have 1v1 times available

Example - they finish the final application and text you they're finished → Send them your Calendly Link or just set them up for a 1 on 1 zoom with you. Say something like this...

"Perfect. For next step- go to *insert calendly link* and just select a time I have available from there and let me know which time you pick."

They respond

"Okay great, I look forward to speaking with you then."

FOR someone we aren't sure of yet until we go through their final application

- Send them this...
 - "Hi _____. I'll review the application with our management team and we will get back to you within 24-48 hours of our decision to move forward in the final interview process or not. We appreciate your interest in the position"
- *THEN REVIEW THEIR APPLICATION*
 - If we want to move forward, text them this...
 - "Hi _____. We've reviewed your final application and want to move forward in the final interview process. What does your schedule look like tomorrow?" - find time to have 1-on-1 call or zoom"
 - ...Or say "Hi _____. We've reviewed your final application and want to move forward in the final interview process. Please go here *insert calendly link* and select a time for a one on one call with me. Let me know which time you pick."
 - If we DONT WANT TO move forward, text them this...
 - "Hi _____. We've reviewed your application and decided that at this time, we will not be moving forward in the interview process. We appreciate your interest in our company."

Philosophies on accepting people- M A C **Applicants**

M- motivated to work

A- attitude- positive

C- Coachable and seems growth oriented

Applicant should have minimum 1 out of the 3. - should have $\frac{2}{3}$ or $\frac{3}{3}$ though.

Other things to look out for in reasons to accept someone

- History of past success? School, sports, academics, music, etc.
- Extracurriculars?
- Where are they from? Did they go to a good HS? Good college?
 - If not- do they seem like they have a great attitude and are motivated and coachable?
- Would you want to talk to this person every day?
- Can you see them succeed in the position with our training and coaching programs without having to spend an enormous amount of extra time on them?
- What does your Gut feeling say? Does it say to give them a shot?

Post Interview Conversation - 1 on

1

- **PROCESS:**
- **5-10 Minutes Before Post Interview is about to start - Review their final application that they filled out at bit.ly/cutcointerview43c9**
 - **Make mental notes or write things down on your notes app regarding things you want to talk about that you liked from their application**
- **Open Zoom 1-2 minutes before start time**
- **Let them into your zoom at the time that was agreed upon to meet**

Starting the conversation

make small talk-" how ya doing today?

"Awesome, well I wanted to dive into your application with you and ask you a couple final questions... but before we do that, did you have any final questions for me?"

don't overreact if they have a question-even if you made the answer crystal clear in the videos or final application

answer the question they have if they have one

-most questions you can start out answering by saying "great question, just like we covered in the info session ..."

"Great, so you feel like you understand everything perfectly then- no final questions from there?"

comment on 2-3 things you liked from their final application

"Okay great, I really liked how you said ____"

- **Examples**
 - **"it seems like you have really high conviction in the product line"**
 - **"I love how you displayed a positive attitude during"**

- I really liked how you worked hard during ...”
- “Being a ____ major, I could see where this job would be something you’re looking for based upon ____”

So I just have a couple final questions for ya

- ~~What do you think of the products and the guarantee?~~
- ~~What are some of the biggest problems/hardest things facing your job search right now?~~
 - ~~If selected for the position- how would this position solve that?~~
- ~~Let’s say it’s 3-4 years from now and you’re about to graduate college/ embark on your future career- how could time spent with us in this company help you get there more effectively and faster?~~
 - ~~Short version: how could this company help your future?~~
- On a scale of 1 low, 10 high, where would you rate yourself on wanting to become a part of my team?
- We have high character standards- and what we’ve found is that many people (your age) are quite unreliable and uncoachable, lack any sort of perseverance, and often quit on themselves at the slightest challenge, most of their words don’t match their actions and patterns-there are exceptions of course but that’s pretty standard. We invest quite a bit of time, effort, and energy into our people- how can we be sure that it would be worth our investment in you and what would be your best defining quality from a professional perspective?
 - ***MAKE THEM SELL THEMSELVES***
- So what is it about this job that makes you want to work here specifically out of all the different positions you’ve applied for?
- Naturally, with a position like this- it certainly entails a higher level of responsibility, some maturity, and self motivation to handle the freedom and flexibility that’s associated with a work from home position like this. Knowing yourself the way that you do and your goals and aspirations- do you think you’d be ready for a position like this? Why or why not...?
 - *comment positively on their answer*
 - Okay, that sounds pretty good

- When it comes to someone potentially working here, the people that get the best experiences are the most willing to learn and be coached, take constructive feedback, and let us help them expand their comfort zone so they can get the skills, resume, work experience, and outcomes from this position that they're looking for. It's certainly a position that someone would develop perseverance, mental strength, and grit in if they don't already possess those characteristics. Does that sound like you- Why or why not?
- When it comes to selecting people we're going to work with- we want to work with people who really want to work with us. We look for people that are really enthusiastic about the company, that'd be excited to work here, and that would want to get a great experience. This isn't a bare minimum kinda experience job...
 - So would you be really excited, enthusiastic, and looking to grow and develop yourself while working here?
 - *let them answer*
 - Okay, that sounds good to me.
- As you can tell, we have a ton of people applying for the position and multiple interviews this week so we can't work with everyone that applies, however based on our conversation here, based on your final application answers, and how you've conducted yourself, a couple things have really stuck out...
 - *go over a couple things that stick out about this person*
- So with everything considered, I could see where this job would help you get the experience you're looking for, the income you're looking to make, the community of great people you're looking to interact with, help you develop the skills you're looking to gain, and give you the freedom and flexibility to succeed at your pace.
- At the same time, you seem like someone that would be really excited to work here, would have the work ethic and attitude we're looking for, and would want to grow and develop along the way...

bit.ly/everythingapex (<--this document)

- So with everything considered- it's a pretty easy decision for me to make -
I want to go ahead and accept you for the position and get you started!
How's that sound?! :D
 - Let them answer
- Perfect, the next step is to go ahead and get you set up with training!

DREW FRANK: HOW TO ACCEPT AN APPLICANT

Accept applicants through conversations that build confidence in their ability to succeed in Vector. Make people feel good, special, and empowered.

"I truly believe anybody can succeed with Vector if they have the right attitude and work ethic, but what I like most about you is..."

Athletes- people with athletic success backgrounds

"...you're an athlete. My best reps are athletes. Athletes succeed at such a high level in Vector because they have incredible perseverance. They never give up. And when they get knocked down they find a way to succeed. Because you were successful in _____, I know you're the type of person who would never settle for less than your best. I can see you being one of our top reps and it wouldn't surprise me if you were here for a long time advancing quickly. I could even see you being a manager one day. So I'm going to say: Congratulations! Welcome to the team!"

Academics-people with strong academic backgrounds

"...you seem to pick things up quickly. I could tell during the interview that things just clicked—you got it! you're probably the type of person that you only need to learn something once and you'll figure it out. I can tell that you would be incredible at this job because you would invest the time and energy into learning every aspect of the job correctly and you would perfect your skills. Your attention to detail and your capacity to learn will make you a top rep on our team. So I'm going to say..."

Lower education / Resume

"...you seem like you have heart. I can tell you are a good person. Can I be honest with you? Most people would look at your resume, see the lack of education, job history, and they wouldn't even give you a chance. They would judge you. Well, I'm a talent scout. I'm a great judge of character. I think you need an opportunity like Vector. You need this job to be able to prove to yourself, to your peers, and to your family that you are a champion. I know you can be successful and this job will give you an opportunity to make a name for yourself. So I'm going to say..."

Shy / Quiet

"...you seem like a great listener. I can tell that you were a little nervous in the interview and you're a little bit shy naturally. But I know that inside you have the potential and the confidence to be great in this job and in your future. I think you need this job to build your confidence. Even if you only made a little bit of money, this is going to be so valuable for your future as a _____. But I know that you'll kick butt and make good money. Some of my best reps are shy and nervous at first, but you'll come out of your shell quickly. Think about how great it's going to be when you have zero nervousness or apprehension when meeting new people or being in public! I think you'll be great and I'm going to say..."

Non-traditional (Older)

"...you've got experience. Can I be honest? I know you could be great at this job. You have the life experience. You have the people skills. You have the communication skills and confidence. You would be perfect for CUTCO. Now, we have a young environment because we cater to students. As long as you are comfortable working in an environment with a bunch of college students, I think you could be incredible here and could soon be part of our FSM/CSP program. You would also be a great role model for the younger reps. Would you feel comfortable in this environment? Well, I'm going to say..."

Setting them up for Training

FOR VIRTUAL ZOOM TRAINING

“Training is pretty simple. Again it’s a self-paced 2-3-day video onboarding and training program designed to help you enjoy structured flexibility. Then usually after the 3rd day once you completed the onboarding videos we’ll have you come into the office to loan you a sample set of Cutco for free/ no charge, and we’ll give you a chance to cut some stuff up and do a quick coaching. The 3 day onboarding videos don’t take too long and the sample kit stuff only takes around 20-30 mins .

“What does your schedule look like for the next few days?”

jot down their schedule and suggest when they could do the training-even if it’s not the next couple days-just work with their schedule-even if it’s part in the morning and part in the evening.

“I’m going to put you in a 3 way text with my district manager, Josh Thayer, I’ll let him know about your schedule and that way he can set up your training with you”

“Would that work for you?”

“Okay perfect - we’re going to send you a couple emails with all this information and exactly how to go through training and when to check in with us...

“I’m really looking forward to you getting started!
If you need anything- don’t hesitate to reach out!

(jot down their training start times if you’re setting them up yourself or send Josh a 3way text letting them know the applicant was just accepted onto the team and build up the applicant and why you really liked him. Then have Josh set up the training schedule)

Go to link below for email and how to set them up on our end for training

[Post Interview Text/ email System](#)

 Post Interview Text/ email System