



Selling WhiteWater Methodology Training Script: Interview Excellence Partnership (IEP)

FLIP26 Commitment: Fairness, Love, Integrity, Partnership

Opening

Candidates decide whether they like you and trust you very quickly, often in the first few seconds of talking. If we don't connect early, the rest of the interview doesn't matter as much.

Selling WhiteWater isn't about convincing someone. It's about clearly and confidently explaining who we are, how we treat people, and why it might matter to them.

Explain the Method

You're going to build a 30-second elevator speech using three ideas:

- Who we are
- How we treat people
- Why it matters to the candidate"

Everyone's words will be different. The structure is the same.

Model It

Trainer gives one strong example (not perfect, just real).

Notice I didn't say everything. I just gave enough for someone to want to keep listening.

Practice

- Participants complete the worksheet
- Pair up and practice delivering
- Partner gives feedback using only:
 - o Did it sound human?
 - o Did it feel confident?
 - o Did it make you curious?

Close

If the first 30 seconds land well, the interview gets easier. If they don't, you're fighting uphill.

"Good vs. Bad" Examples

BAD EXAMPLE (What to Avoid)

WhiteWater offers competitive benefits including health, dental, vision, and River Health. We have over 140 locations and multiple leadership opportunities. We're very focused on culture and operational excellence.

Why this fails

- Sounds scripted
- Too much information
- No connection
- Candidate hears "company pitch," not a person

GOOD EXAMPLE (What We Want)

WhiteWater is a growing company with over 140 locations, but what's mattered most to me is how clearly expectations are set and how leaders communicate. If you show up and do the work, there's real





opportunity here, many of our leaders started in the field. Based on what you shared about wanting stability and growth, I think that's worth exploring together.

Why this works

- Human
- Confident, not salesy
- Tied to the candidate
- Invites conversation instead of forcing it

One-Line Reinforcement (Use Everywhere)

We don't sell WhiteWater by saying everything, we sell it by saying the right things clearly and confidently.

