

# Cross Training Program





## Welcome

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Hello & thanks for checking CutcoEvents' Cross Training Program.

In this packet you will find all the information about the Cross Training program. From meeting our current Cross Trainer Team, to understanding how to get started, to reading some testimonials from those who have Cross Trained already.

Significant time & resources are dedicated to this program because of the impact we know it provides, for the growth & development of our Events & CSP Programs as a whole.

We hope reading this document inspires you to schedule a cross training session and leverage the opportunity to help you grow your business.

-Best, Dave Bush & Josh Mueller

# **Your Questions about Cross Training Answered:**

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## **Q.) Who is eligible to schedule a cross training (CT) session?**

A.) Any active FSM or CSP can contact a cross trainer to schedule a session. Each Trainer has a limited # of sessions available per year and they each work with their schedule to lock down a CT Session.

## **Q.) What can I expect from my CT Session?**

A.) Just as each of our Cross Trainers have their own personalities and selling styles, the experience of each CT Session can and will vary.

You can expect to learn how to develop your skill sets & sales experience at the booth, in addition to various other business aspects (organization, administration, time management, marketing, customer service, leadership, etc) that each Cross Trainer brings to their business.

## **Q.) How do I pick who to cross train with?**

A.) Each Cross Trainer has tremendous value to add to you & your business. We suggest reviewing the following pages to get to know the National Cross Trainers & their listed strengths; then pick someone you want to get to know better and who aligns with the areas you are looking to improve.

## **Q.) What compensation is available to me if I schedule a CT Session?**

A.) After your CT Session is completed, you are eligible to receive a Cutco product credit of \$300, once you have completed a follow up survey.

This credit can be used for Cutco product up to \$300 (not including WellnessMats or Cookware) and is a way to help offset travel expenses.

## **Q.) How do I get the credit?**

A.) Upon completing your CT Session, you will sign a CT Completion form along w/ your trainer. Once your trainer submits your form you will will receive a link to a brief survey about your Cross Training experience.

After completing the survey you will be given details for redeeming your Cutco product credit.

## **Q.) Who are the Cross Trainers and how do I contact them?**

A.) Great question! Keep Reading....

**Northeast Region**

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# Alicia Anderer

NJ/NY Division

## **Personal Strengths:**

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Closing

Selling to Non - Cutco Owners

UpSelling

***Contact Alicia:*** [aanderer@cutcorep.com](mailto:aanderer@cutcorep.com)





**NorthEast Region**

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# Brandon Wynn

NJ/NY Division

## **Personal Strengths:**

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Closing

Customization at the Booth

Building Great Rapport

**Contact Brandon:** [brandonwynn@gmail.com](mailto:brandonwynn@gmail.com)



**Eastern Region**

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# Nicole Reed

North Florida Division

**Personal Strengths:**

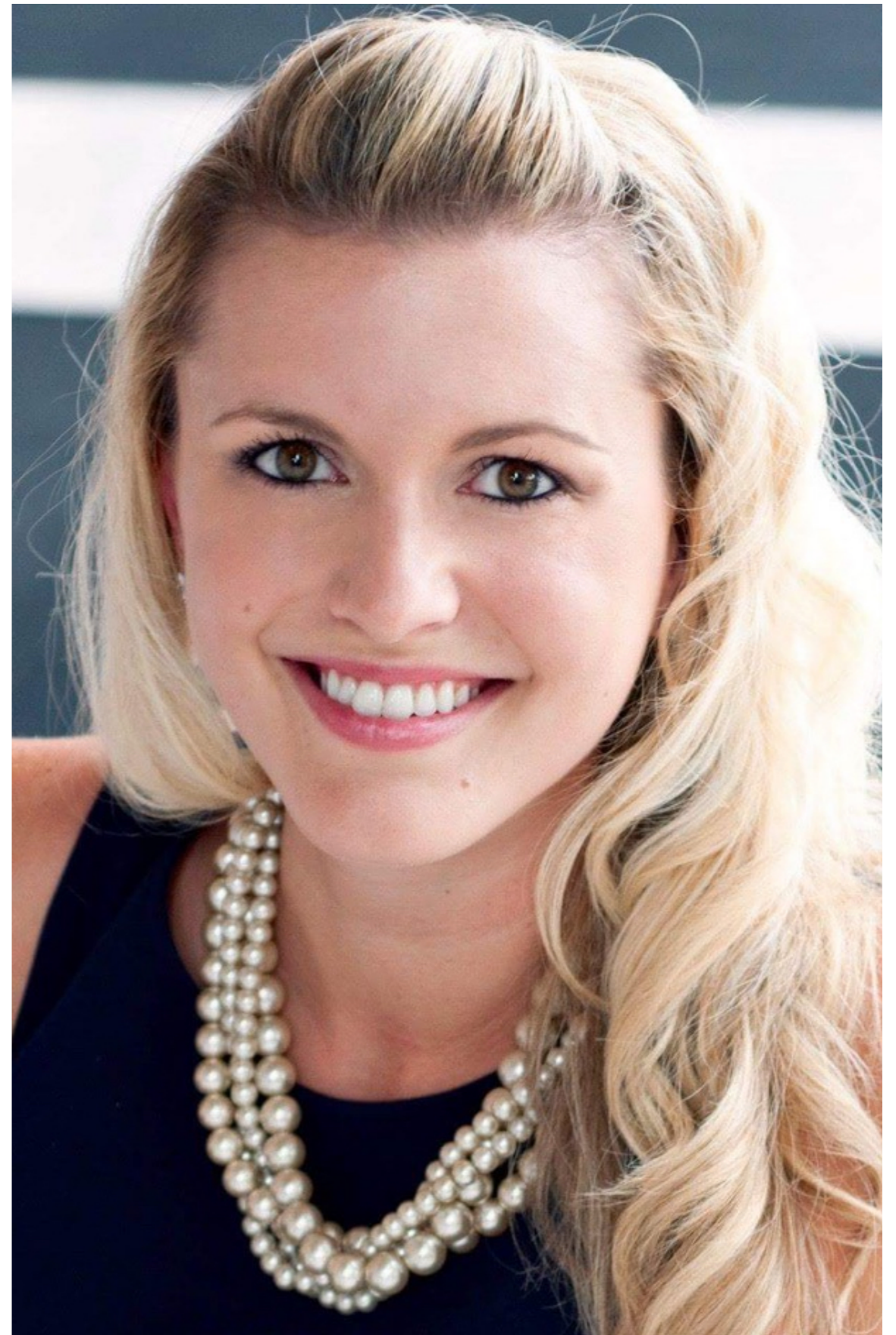
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Lifestyle Design

Customer Relationships

Time Management

**Contact Nicole:** [nicole.ilovemyjob@gmail.com](mailto:nicole.ilovemyjob@gmail.com)





**Mid-West Region**

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# Rob Robincheck

Cavalier Division

## **Personal Strengths:**

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Selling at the Booth

Past Customer Marketing

Service Events

**Contact Rob:** 440.463.3856 -or-  
[cutcorob1@gmail.com](mailto:cutcorob1@gmail.com)



**Central Region**

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# Seth Kinzer

NorthStar Division

## **Personal Strengths:**

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Booth Selling

Upserving

Closing Big Orders at the Booth

**Contact Seth:** [sckinzer@gmail.com](mailto:sckinzer@gmail.com) / 651.587.6930





## Southwest Region

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# Curtis Jaques

Rocky Mountain Division

### **Personal Strengths:**

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Customer Relationships

Maximizing Service Call Opportunities

Cutco Family Program & Wishlists

**Contact Curtis:** [cutcocurtis@gmail.com](mailto:cutcocurtis@gmail.com)



**Southwest Region**

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# Jason Jeffrey

Rising Sun Division

**Personal Strengths:**

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Booth Sales

Push Week Strategies

Personal Growth & Development

**Contact Jason:** [cutcojj@gmail.com](mailto:cutcojj@gmail.com)





**Southwest Region**

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# Josh Mueller

Lonestar/TGP Division

## **Personal Strengths:**

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Past Customer Marketing

Leading, Organizing & Inspiring at Team

Up-Serving

**Contact Josh:** [cspjosh@hotmail.com](mailto:cspjosh@hotmail.com) - or contact  
Max at Vast Action to Inquire - 512.312.4717





**Southwest Region**

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# Luke Mills

Rising Sun Division

**Personal Strengths:**

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LifeStyle Focus

Service Calls / Service & Sales Events

Professional Coach of Reps selling \$300k/Yr.

**Contact by Text:** 480.510.8969



**Lorem**

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# Lia Eleopoulos

Southland Division

## **Personal Strengths:**

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Closing to Maximize the # of Orders

Work/Life Balance

Relationship selling with Past Cutco Owners

**Contact Lia:** [thegreekgrl@gmail.com](mailto:thegreekgrl@gmail.com)





*Don't Just Take Our Word For It -*

## **Testimonials From Past Cross Trainees**

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“It was great. Rob was very welcoming & open to answer any questions i had...was very invested in my sales success and gave me advice he thought would impact my business the most”

- Alex Sheppard

“It was a very eye opening experience that was very worthwhile! I loved the positive environment where i felt comfortable asking questions”

- Trino Arellano

“It was awesome!! I learned so much about the business. It opened my eyes to what the events program can be.”

- David Johnson

“First appointment back after cross training with Josh & got a cool 1800 CPO Sale from applying what I learned. Totally worth it!”

- Emeka O.

“ The program was extremely beneficial. Its a pleasure getting to work with a hall of fame reps as talented and dedicated as Lia. She really took my interests into account on what I wanted to improve on”

- Anthony Hayes Jr.

“Thank you Nicole! My confidence & consistency are much higher!”

- Jordan White

“My first week back after cross training and i had a 8700 week!”

- Mike Tortino

“Because of the things i learned from Luke, i closed 8 christmas orders on the phone and was able to build up 3 of them”

- Sarah Turner

**Still Have Questions?**

**Let Us Help!**

**Dave Bush:**

[dbush@cutco.com](mailto:dbush@cutco.com)

**Josh Mueller:**

[cspjosh@hotmail.com](mailto:cspjosh@hotmail.com)

