

FastStart Program

If shooting for 10k must hit 40 demos and come to champions club everyday.
Make my job to manage one thing: How many demos tomorrow; how many demos two days from now

Training Day 2 musts outside training (done before final PJ)

- Clarify schedule for if rep CAN NOT make it to Champs Club
- Add PC 1 to their and my schedule
- Will be sending a video and creating time for calls on missed days
 - Working with Cutco Because...
 - Show Fast start Menu and make a decision
 - Events team whatsapp 6k
 - Events team first event 10k
 - Adjust Goal (based on time in schedule) to exceed expectations
 - “Burn the Boats” Analogy
 - Speak into existence
 - Calls are made with a purpose which leads to increased demos per new rep
 - Assign Reps to AMs
 - Add reps to Whatsapp



A graphic titled "FAST START GOALS" with a teal background. It contains three columns of data, each with a goal label in a white pill-shaped box, a description of the goal, and a corresponding dollar amount.

3K	6K	10K
20 Demos 2/day	30 Demos 3/day	40+ Demos 4+/day
\$400	\$1000	\$2,000

3-5 Touches per day with high fliers

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Day 1 - Launch Day

- All Reps Must Launch with at least 5 demos. **(If given kit)**
- Hi-Flyer Reps must launch with at least 8 demos for next 2 days
 - If Thursday/Friday training then at least 10 demos for next 3 days
- Goal is 3 touches for each rep (Ideally first demo if not second)
 - Drive Activity - 5 Before 5 After
 - Hype call before demo
 - Page 13 - manager deal
 - After Demo - build up no matter situation

Day 2 - First Full Day

- Always lift up reps - build up hot new on whatsapp - and drive that extra demo on first full day
 - o PC 1s start (heavy PC day)
- Convey importance of 5 before 5 after

Day 3 - Secret Weapon and WHY's workshop

- Champs Club Day 1
 - Working with Cutco Because... again
 - Show Fast start Menu again
 - Make another decision(should either stay same with more confidence or increase)
 - Speak into existence again and include Why's
 - About me page
- AT1(non-negotiable)
 - Feel out reps emotions, should all be positive
 - Reteach drop-down and add in the Secret Weapon.
- [Trade In Special / Secret Weapon](#) (9th program out of 10)
 - [Teach with enthusiasm and importance](#)
 - [3 CORE PRINCIPLES TO SELLING CUTCO.docx](#)
 - End AT1 with call session
 - Should book next 2 days
 - Exaggerate importance of Calling manager during page 13
- IF A REP CAN'T MAKE AT1
 - **Schedule them for a zoom either that night or the following morning** after Champs Club but before demos (Rep should also be coming to champs club)

Day 4 - Terrific turn up

- First team meeting is always special for new reps
- Build up first time attendees and their sales
- Exaggerate importance of calling the manager page 13
- Canned food drive hype to strengthen secret weapon
- Review CPR
 - Closing
 - Phoning
 - Referrals
- RolePlay for 10 min with a more experienced rep

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- Talk about Goals & FS to give reps a sense of ownership when making calls
- Calls
 - Can you get 25 calls per hour (New rep)
 - Can you get 35 calls per hour (2nd TM rep)

Day 5 - Team meeting hype

- Build up the newsletter
 - Gets sent to the Regional manager
 - Can you hit it before team meeting
- Take the evening to hype up team meeting

Day 6 - Big Phone Jam - If Not in Demos

- Hot news sharing
- Completing [PC 2s](#) all complete before Thursday ends
- Send out FS updates to reps
 - Updates should include:
 - Current CPO
 - CPO to next FS LVL
 - Prizes won at each LVL
 - Hot news sharing
 - Begin [PC 2s](#) and complete before Thursday
 - Send out FS updates to reps
 - Updates should include:
 - Current CPO
 - CPO to next FS LVL
 - Prizes won at each LVL

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Day 7 - First full weekend kick-off

- Weekend should be fully maximized to hit fast start Goal
 - Goals will be talked about during morning Champs Club
- 5 before / 5 after built up again!
- Assign final weekend Final weekend reps to AMs

Day 8 - 11th Hour Prep and FINAL DEMOS

- [W REMODEL YOUR KITCHEN.docx](#)
- Review doc above and start making 11th Hour list
- FINAL DEMOS
 - Make sure all reps are geared up to hit their goals and know what it takes
- Send them push miracle audio from Hal Elrod
- [Push Period Miracle](#)

Day 9 - High energy, You can do this, Reach your Goal!!!

- 3k - 6k - 10k+ Doesn't matter the number - everyone matters here!
 - Remember your race your pace; don't judge your success by the success of others everyone has their own path
 - Our office needs _____ CPO left and you can still win _____ in your fast start.
- Send out FS updates to reps again
 - It's important for the Reps to know how close they are to not only their goals but Prizes on the road to their goals
 - Updates should include:
 - Current CPO
 - CPO to next FS LVL
 - Prizes won at each LVL

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Day 10 - Call 11th Hour

- 11th Hour doesn't mean no more demos; PUSH for final demo and Goal
- Prep reps to make 11th hour calls
 - Calls done at office if possible during AT1 run by an AM or over zoom run by an AM

Day 11 PC - when?

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Why Do It? What's in it for your office?

- Future Development
- Future Push Champions
- Credibility (their belief in you as a manager)
- It only takes 1 to make your campaign

Targeting the right people during the training. ALWAYS pick someone in the training! 1 rep to be a fast starter

- Do they have the right customers? Mission #100
- Do they have the work ethic?
 - 40 Demos & Attend Champ's Club
 - "If you were asked to clean the office. It's not fun, but you can do it around everything & make 2k, would you do it?"

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FAST START PROGRAM

Day 0 - Day 2 Training	Day 6 - Thursday (Team Meeting)
<ul style="list-style-type: none"> - <i>Champ's Club</i> <li style="padding-left: 20px;">- "Why's Workshop" - Day 2 PC - Set Up PC 1 - Introduce Field Training 	<ul style="list-style-type: none"> - Day 6 <i>Champs Club</i> - Daily PDI - Team Meeting (40+ Calls Made) - Book PC 3 - Completed 6 Audios Assignment
Day 1 - Launch Day - Saturday	Day 7 - Friday
<ul style="list-style-type: none"> - Hype Call Before 1st Demo - PC 1 if not in demos - Manager Closes First Weekend - Push 5 Before 5 After - Introduce 6 Audios 	<ul style="list-style-type: none"> - Day 7 <i>Champs Club</i> - Daily PDI <li style="padding-left: 20px;">- Leverage Fast Start Prizes - "Push Period Miracle" Audio -
Day 2 - Sunday	Day 8 - Saturday
<ul style="list-style-type: none"> - PC 1 If not in demos (preferably morning) <li style="padding-left: 20px;">- "Brian Carter Sharing Goals Video" - Finish goals approach - Confirm AT1 Attendance 	<ul style="list-style-type: none"> - Day 8 <i>Champs Club</i> <li style="padding-left: 20px;">- Join Day 2 New Training Class - Daily PDI - 11th Hour Phone Script
Day 3 - Monday	Day 9 - Sunday
<ul style="list-style-type: none"> - Day 3 <i>Champs Club</i> - AT1 - PC 1 Must Be Completed - Set Up FT If Haven't - Book PC 2 	<ul style="list-style-type: none"> - Day 9 <i>Champs Club</i> - Daily PDI - Confirm Attendance of <i>Magic Monday Club</i>
Day 4 - Tuesday	Day 10 - Magic Monday
<ul style="list-style-type: none"> - Day 4 <i>Champs Club</i> - Daily PDI - PC 2 - FT if not in demo - Makeup AT1 Tuesday 	<ul style="list-style-type: none"> - Day 10 <i>Magic Monday Club</i> - Daily PDI - Book 1hr minimum of 11th Hour Calls in schedule - Confirm AT2 & PC 4
Day 5 - Wednesday	Day 11 - 14
<ul style="list-style-type: none"> - Day 5 <i>Champs Club</i> - Daily PDI - PC 2 done if in schedule - <i>Push Period Miracle</i> Audio 	<ul style="list-style-type: none"> - Daily PDI - AT2 (Advanced for Post Fast Start) - Leaders PC (PC 4) - Confirm Attendance for Team Meeting - Next Level Personal Development Playlists

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Rep Runtime:

During Training (Run a 10k FS Training)

- Day 1 - Pay Review (Work Ethic > Results)
- Day 2 - Day 2 PCs/ Fast Start Menu/ Last PJ/ Why's Workshop
 - Day 2 (SUNDAY)
 - a. PC 1 / Damian Scopp - Morning About me Calls /
 - b. Make about me pages.....expand list/ go over phone approach/ reccos/ make 20 calls after
 - c. Invite to Champ's Club the next day
 - i. *Changing Lives Selling Knives*
 - ii. *Or 6 Audios Assignment*
 - Day 3 (MONDAY)
 - a. Champs Club: 3 SET CLOSE
 - i. Goal Sharing - WHY HIT 10k?
 - ii. *Changing Lives Selling Knives* _____
 - iii. *Or Six Audios Assignment*
 - b. AT1/ Finished all PC 1's before
 - i. *Referral Approach*
 - ii. *Secret Weapon*
 - iii. *Objections (4 Keys)*
 - Day 4 (TUESDAY)
 - a. Champs Club: ADVANCED RECCOS
 - i. TRIAL OPTION
 - ii. MEMORIZE RECCOS
 - iii. *Changin Lives Selling Knives* _____
 - b. DAY 4 PC - 8am (9:30am)
 - i. Snapchat program or 3 Way Texts
 - Day 5 (WEDNESDAY)
 - a. Champs Club: CHICKEN LIST PROMOTION
 - i. Begin calling referrals
 - ii. *Changin Lives Sellig Knives* _____
 - Day 6 (THURSDAY)
 - a. Champs Club: *Like List (Greenberg Video)*
 - i. *Changin Llves Selling Knives* _____
 - b. TEAM MEETING: HUGE RECOGNITION
 - i. Team Night Out
 - ii. 40+ CALLS MADE
 - Day 7(FRIDAY)
 - a. CHAMPS CLUB: UPGRADES
 - i. *9 Knives/ Block/ 4 Table Knives/ Shears/ Accessories*
 - ii. *Changing Lives Selling Knives* _____
 - Day 8 (SATURDAY)
 - a. CHAMPS CLUB: *Next Level Closing (Listen To Audio)*
 - i. *10k 11th Hour Phone Script*
 - ii. *1 hour phoning*
 - iii. *Changin Lives Selling Knives* _____
 - iv. *Push Period Miracle Equation by Hal Elrod*
 - Day 9 (SUNDAY)
 - a. 6-9pm Phone Jam at Office
 - b. *Changing Lives Selling Knives* -
 - Day 10: (MONDAY)
 - a. Champs Club:
 - i. *Make a list of all cutcomers on 11th Hour list*
 - ii. *Rolplay 10k 11th Hour List Script*
 - iii. *Changing Lives Selling Knives* _____ *or 6 Audios Assignment*

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Homeowner vs Renter?

Renters Live year to year

- If something breaks - you call someone
- Value of Cutco = 1 year. "Pretty cool sharp knives"

Homeowner

- 20-30 year mortgage
- A basic home - 200k home
 - 20-40 Grand to purchase it
 - Monthly payment - mortgage
 - Home is worth more and they build equity
- They value their home
 - Value of Cutco =
 - longterm

Initial Name's List:

- "I talk to these people" vs. "i have access to TONS of people"
- The quality of my life is directly tied to my network
 - It's not foreign in the world
- Very important thing to recognize in the world
- We're brainstorm. I DO NOT WANT YOU TO THINK ABOUT WHO WILL BUY
 - 3 ½ minutes - "were you surprised how many you got?"
 - You don't have idea who will buy
 - Tonight's assignment is to build the app
- Use Vector Impact app
 - Filter app
 - Send messages to all friends
- Contests over 100 people
 - Log into mom's phone and dad's phone
 - 600 contacts - 20 minutes super supportive parent no some james bond
- Final check-in call (Day 1 PDI)
 - What is your goal? What do they have to do? What is their plan? What are your resources?
 - When's your plan to work on this?
 - Be aware and recognize with someone hits their number. Address when someone has not worked on it. Offer guidance.
- YOU CAN'T DO THE JOB IF OVER 30!! (THEIR STANDARD)
-

Identifying the best prospects:

- Vegas Chip
- "Mr. Molina = most comfortable with, he was my director, helped me, (cleaver & butcher)
 - My Staff = _____, _____, _____
 - "Who was your vegas chip, and what did they buy"
- Top 5 - "awesome if I showed these 5 people this weekend"
 - Once done with those 5
- 6-10 - MAC's but super comfortable with

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- “This is who we’re gonna focus with”
- Top 20
 - Jorge - 7 demos (6k)
 - Rowen - top 10 (summer classes)
 - ?
 - ?

Basketball & Baseball Example

- Use athletes to relate
 - Cannot teach half-court shots
 - You would quit immediately
 - Skill & Confidence come together
- You have both mindsets (positive and
- Selling Cutco to unqualified people is like selling tennis rackets to people who never played tennis before. You would need near to amazing skills to do it.

Why’s Workshop During Champ’s Club:

- I’m working with cutco because.....
- Fast Start Menu (3k,6k,10k)
 - 10k gives you the most stuff
 - Have a slide for the reasons they get it, why it makes sense.
- Have them pick their goal. Visualize it
- My Fast Start Goal is ____k because ____
 - Burn the boats mentality. Decision comes from the latin word *decidre- cut off*
 - Read it outloud!!! Text me why, prep for last phone jam.

Day 2 PC:

- What is their goal? Why do they want to hit it?
- 10k Pickers: “Do you know how much it takes. Do you fee you’re able to do 4 demos a day for the 10 days. Can you come to champ’s club. Do you have anything else going on that would impact you coming in?
- Affirm. Are you sure? Are you sure?
 - Five 2 day sprints. I’m not gonna taunt you or fire you up over a good sale. I just care, how many demos do you have ahead.
 - 2 day focus 5x
 - I’m gonna ask you to go on the phone and you won’t feel like doing it. Just letting you know I have your best interest in mind always
 - ☰ Nick Leidenker PCs

Sunday Morning Call (PC 1)

- Create about me section. How was High School Life, ask all types of questions. Extract everything you can from them.
- And that's why I'm working with cutco because of ____.
- Tell me why those objections, a good thing?
-
- *And that's why I'm working here at Cutco because by working here, I'm able to work on all of these skills. That's exactly why I'm going to ask you for referrals at the end of this appointment because it's the only way I can do demos and work on these future skills. I'm not looking for people you think will buy, just nice moms such as yourself, who will sit down with me and give me the chance to work on these skills that I know will be so valuable for my future."*
-



Post Team Meeting Call:

- Friday Morning PDI
 - Screenshot of fast start prizes. What they can still win. 3 profiles of fast start profiles
 - "Champs finish strong"
 - When are we gonna make calls today tomorrow and sunday
 - The most important day is not days 1-7. Days 8-10.
 - Call back everyone in your fast start. Thank them and update them on your goals.
 - **Champs Finish strong**
 -
 -



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