

SERVICE CALL TRAINING MANUAL

Full Manual Can Be Viewed With Link Below

https://vectorconnect.s3.amazonaws.com/document/58980.pdf?response-content-disposition=inline%3B%20filename%3Dservice_call_training_manual.pdf&X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Date=20260215T195938Z&X-Amz-SignedHeaders=host&X-Amz-Credential=AKIAJOCQ2XEKUCULJHCA%2F20260215%2Fus-east-1%2Fs3%2Faws4_request&X-Amz-Expires=3600&X-Amz-Signature=c5404550b829ec68288eb6d7022cd298bad0390b0fa2e2a4cbbdc40306f73a82

Simplified Quick-Reference Version

1 PURPOSE OF A SERVICE CALL

A service call is meant to:

- Service (sharpen/repair) knives
- Build relationships
- Generate referrals
- Create additional sales
- Expand the customer's set over time

It is **NOT**:

- A hard sales pitch
 - A pressure appointment
 - Just sharpening knives and leaving
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2 BEFORE THE APPOINTMENT

Booking the Appointment

Objective:

Set a specific time to service their knives.

Basic Phone Approach:

- Introduce yourself
- Mention you're doing complimentary service
- Keep it simple
- Ask for a specific time

Key Points:

- Offer two time options ("Would 4PM or 6PM work better?")
 - Assume they want service
 - Don't over-explain
 - Keep call under 2–3 minutes
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Common Objections & Simple Responses

"They're fine."

→ "Great! It only takes a few minutes and keeps them performing like new."

"We don't use them much."

→ "Perfect — that makes it quick. I'll make sure they're ready when you need them."

"We're busy."

→ "Totally understand. That's why I'm scheduling in advance. Would a weekday evening or Saturday morning work better?"

3 WHAT TO BRING

- Sharpener
- Polishing cloth
- Order forms / tablet
- Price list
- Referral materials
- Wish list sheet
- Replacement parts if needed

Be prepared. Look professional.

4 AT THE DOOR

First 2 Minutes Matter

- Smile
 - Be relaxed
 - Thank them for having you
 - Set expectations:
“I’ll get these sharpened up for you, check anything that needs repair, and then show you a couple of new pieces people have been loving.”
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5 DURING THE SERVICE

While Sharpening:

- Ask light questions
- Compliment their kitchen
- Ask what they cook
- Ask what knives they use most

Key Questions:

- “What do you use this knife for?”
- “Is there anything you feel like you’re missing?”
- “What do you wish you had when cooking?”

This creates buying opportunity naturally.

6 EDUCATION MOMENT

Teach something small:

- Proper cutting technique
- Why sharp knives are safer
- Proper storage
- Care tips

Position yourself as the expert — not just a sharpener.

7 TRANSITION TO SALES (Naturally)

After servicing:

- Lay knives out neatly
- Show improvement
- Then say something like:

“Based on what you cook, there are a few pieces that would really make things easier.”

Keep it conversational.

8 HOW TO PRESENT

Keep it simple:

- Introduce Cutco Kitchen
 - Show Upgrade pieces
 - Relate to what THEY cook
 - Demonstrate benefit quickly
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9 WISH LIST STRATEGY

If they don't buy today:

- Help them build a “next upgrade” list
- Ask:
“If you were going to add 5 pieces this year, what would it be?”

Write it down.

Show Special.

10 CLOSING

Keep it casual:

- “Would you like to add this today?”
- “Should I include that while I’m here?”

Then:

- Be quiet.
- Let them respond.

No over-talking.

11 REFERRALS

After positive experience:

- Ask:
“Who else do you know that could use free sharpening?”

Be specific:

- Friends
- Family
- Neighbors
- Co-workers

Ask for:

- Name
 - Number
 - Connection
-

12 COMMON MISTAKES

- ✗ Talking too much
 - ✗ Over-explaining products
 - ✗ Showing too many items
 - ✗ Rushing
 - ✗ Skipping referrals
 - ✗ Not setting next follow-up
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13 SERVICE CALL FLOW (SUPER SIMPLE VERSION)

1. Confirm appointment
2. Build rapport
3. Sharpen + educate
4. Ask what they cook
5. Present 1–3 relevant items
6. Close casually
7. Ask for referrals
8. Schedule next service

That's it.

14 MINDSET

- You are helping.
- You are maintaining their investment.
- You are the expert.
- Service first. Sales second.

Sales happen naturally when service is done well.