

Name: _____ Rep Number: _____



STX DIVISION SALES-TRAINING MANUAL

Manager Name: _____ Manager Number: _____

Advanced Training: _____ Team Meeting: _____

Customer Demo Website: LSCutcoDemo.com



Cutco Customer Service:

www.VectorConnect.com 1-800-828-0448

VectorMarketing.com **VectorParents.com**

Vector Field Service: Customer Database

Commissions: 716-373-6146



VectorMarketing.Corp



[@VectorMarketing](https://twitter.com/VectorMarketing)



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[The Vector Impact](https://www.youtube.com/TheVectorImpact)

Three Keys to Selling CUTCO:

1. Read the manual! 2. Have fun! 3. Show best customers!

- ❖ Best place for demos is the kitchen: Cooking environment/No distractions
- ❖ Best to show husband and wife together if possible.
- ❖ Pennies made after 1983 are softer and easier to cut!
- ❖ Customers should do all food cutting and cut leather/rope. You cut the penny!
- ❖ If a customer asks for prices, tell them it's a surprise and you'll get to it!
- ❖ Okay to bring food to the demo as well as asking your customer for food. Soft goods: tomatoes or potatoes - Small fruits: apples or oranges - Veggies to peel: carrots or cucumbers - Pineapple! (Best prospects)

Showing Cutco Owners

- Do a FULL presentation: it's great practice! They can give great advice.
- The Guarantee page explains refurbishing instructions.
- Closing Process: use Pg. 16, create a "Cutco Wish List"

If Virtual- How to share your screen to customer:

- Open zoom window at Zoom.us
- Click join meeting or new meeting
- Have LSCutcoDemo.com pulled up on one tab by itself
- Click the green arrow pointing upwards in the bottom center of your zoom window that says "share screen"
- Select the webpage that says Your Cutco Demo and click share
- Your customer should only be able to see the screen you are sharing, they should not be able to see the manual you'll be reading.

Building Rapport / Social Etiquette (5-10 min)

Thank you so much for taking the time to see my presentation– it really means a lot.

So... (smile) (Get to know them! Take notes on questions you ask)

- ❖ Do you have any kids, and if so what do they do for fun?
- ❖ Tell me about your neighborhood, how long have you lived here?
- ❖ What do you do for work? How long have you worked there?
- ❖ Do you chop veggies, cut meat, or do a little bit of everything?
- ❖ What's your favorite dish?

Let me tell you a little bit more about me... (School/Major, Hobbies, Dream job)

Mrs._____, do you mind if I share some of my goals with you? Well as you can imagine, most people my age are spending too much time on social media or playing video games, but I'm using this as an opportunity to build my resume, gain some new skills and get ahead.

I'm working with Cutco because... (Skills / Experience / Resume / Future)

(Open 1st slide show on LSCutcoDemo.com, Full screen mode & share your ZOOM screen)

- Mrs._____, since I just started, I'm going to be reading from my manual. Is that okay?
- *(Show Slide 2)* I just started my Fast Start Contest. I have 10 days to sell _____ *(share goals)*
- *(Show Slide 3)* Through Cutco, I can earn a President's Club letter, which will look great on my resume and help me stand out from my peers. It's a hand signed letter of recommendation from the CEO of the company. This will help with future job opportunities.
- *(Show Slide 4)* I also have a chance to win an All-American scholarship to help with school. This is one more thing that will help set me apart from my peers.

To recap, if I can just see enough customers and do enough presentations; I can earn a letter of recommendation and possibly a scholarship. My number 1 goal today is that you like me and Cutco enough to recommend me to all of your friends! SO, if you see something you like today, don't hesitate to get it. Not only would you be getting a great product, but I'll be able to give you my BEST discounts today, and you'd also be helping me towards my goals. So I really appreciate you taking time out of your day to see my demo!

TRANSITION TO DEMO

- Before we start, can you please grab your favorite straight edge, serrated edge, & a pen and paper to take notes?
- By the way, my main goal today is that I do a great job and we have enough fun that you like me and Cutco enough to introduce me to a few other nice people at the end of the demo so I can get closer to my goals. Does that sound good?
GREAT!
- Just so I know, do you cook because you have to, like to, or love to?
- Great! You're going to LOVE Cutco!

COMPANY *(Slide 5)*

- So as you can see, Cutco has been in business since 1949.
- All knives are made in the United States in our factory in Olean (O-LEE-ANN), NY.
- We sell \$300 million dollars of Cutco annually & we NOW have over 20 million customers, especially since EVERYONE'S been cooking at home much more recently.
- We're also the proud producer of KA-BAR knives, used by both military and law enforcement agents.

Super Shears *(Show Slide 6)*

- Let me show you the quality of Cutco - *(Play video & show Super Shears)*
- Everyone loves our shears - *(If you have shears... Cut penny, take apart)*
- The high carbon stainless steel makes them good for everything in the kitchen as well as indoor & outdoor projects. They are dishwasher safe & come apart for easy cleaning.

Junk Knives *(Show Slide 7)*

Mrs._____, most people have the world's most expensive set of knives.

Most knives are engineered to dull or break in 1-3 years so households waste a ton of money replacing knives over & over. You probably know this better than I do but cheap knives have a lot of problems!

There are 2 types of Handles: Wood handles and plastic handles.

WOOD handles look great when they're new, but they can chip, crack, break & absorb everything... bacteria, grease, germs and odors. *(Gross face)*

- They are not dishwasher safe, which makes them very unsanitary.

PLASTIC handles are much more sanitary, but they can also chip, crack, melt & break

- They are slippery when wet, which makes them very unsafe. *(Concern face)*

There are 2 types of Steel: Carbon steel and Stainless steel

CARBON steel is really strong & stays pretty sharp, but it rusts, stains, & corrodes which is unsanitary on your food.

STAINLESS steel looks good, but it's a soft steel, so it dulls quickly & is difficult to resharpen. A dull knife is much more dangerous than a sharp one because you have to push harder.

There are 2 types of Edges: Straight and Serrated

STRAIGHT edges make a good clean cut but are supposed to be sharpened constantly which can be a pain. It's very similar to a pencil, everytime you need to use one, it needs to be sharpened.

SERRATED edges rip & tear food & can't be resharpened. The sharpest a serrated edge will ever be is the day you buy it.

- Have some of your knives gone dull over the years?

PARTIAL TANG construction is where the blade only goes half-way through the handle, which causes them to be unbalanced and break easily.

Lastly, **BRASS OR STAINLESS STEEL RIVETS** help hold the knife together, but they can expand, contract, & loosen over time creating unsanitary gaps.

So to recap, when purchasing cutlery, the choices are to buy cheap and replace often or buy quality that lasts a lifetime. So let me show you how Cutco solves all of these problems...

FEATURES & BENEFITS *(Show Slide 8)*

There are **5 features** that make Cutco the World's Finest Set of Cutlery.

(Take out Petite Carver, hand it to customer and say "How does that feel?" OR show it on ZOOM)

1. **UNIVERSAL WEDGE LOCK HANDLE** - Unique to Cutco products, it was designed by Thomas Lamb who studied over 700 pairs of hands to design this handle.
 - This design prevents slipping & is incredibly comfortable to hold because it locks the thumb & forefinger into a perfect grip.
 - It fits left, right, big, or small hands and is tailored to be comfortable for people with arthritis and carpal tunnel syndrome.
 - This makes Cutco more expensive, but it's worth it because it's comfortable and safe.
2. **THERMORESIN** - Is a similar material to football helmets, bowling bowls and the inside of your dishwasher.
 - It's an expensive material to use, but it's worth it because it doesn't chip, crack, fade, or melt & most importantly, it IS 100% dishwasher safe.
3. **FULL TANG / NICKEL SILVER RIVETS** - Making sure the steel goes all the way through the handle is more expensive but it's worth it because it creates balance and safety.
 - Nickel Silver Rivets are more expensive to use but they are worth it because they don't pop out or expand, and are flush with the handle, making it sanitary and smooth.
4. **HIGH CARBON STAINLESS STEEL** - Similar steel to what they use in surgical instruments. It's the best of both worlds. High carbon for edge retention & sharpness, and stainless so it stays shiny and sanitary.
 - In fact, our steel goes through a 3-step, multi-day, heat tempering process to make sure the steel is the right hardness & edge retention - less than 1% of manufacturers in the world use this process.
5. **CUTCO'S DOUBLE D EDGE** - I want to show you why Cutco's special DD edge sets us apart.

(If Virtual - SHOW VIDEO) (SHOW SLIDE 9)

(If Live- CUSTOMER CUTS ROPE - You hold onto both sides of rope. Put the rope at the base of the straight edge blade. Pull full, long, back & forth strokes until through. Do the same thing with serrated edges. Lastly, use Cutco. Have the customer push down, and pull back in one stroke.)

(Show Slide 10) The most unique feature is the... **("Double D") EDGE** - Unlike a serrated edge, Cutco's DD edge has 3 razor sharp edges located BETWEEN the points that smoothly cut forward, backwards, and straight down.

It's not your food that dulls the knives. It's the cutting board, plates, and countertops that do that. Because of the DD edge, the blade is protected & stays sharp on average 7-10 years.

FOREVER GUARANTEE *(Show Slide 11)*

The best thing about Cutco isn't that we just say it will stay sharp, but we back it up with our four-part Forever Guarantee. It is one of the only products you can buy once, use every day & never have to replace. The product is the proof of purchase. You can even pass it down from generation to generation, & they will still have the same guarantee!

1. **FOREVER PERFORMANCE**

- If anything ever goes wrong with your Cutco, then send it back to the factory & we will fix or replace it for free. You'll never have to pay to replace your knives.

2. **FOREVER SHARPNESS**

- Cutco's DD edge stays sharp 7-10 years under normal use, but when Cutco needs sharpening, we can come out to your home and sharpen the products or you can send them back & it is sharpened for free at the factory, all you pay for is the shipping.

3. **UNCONVENTIONAL USE**

- If you (or your spouse) ever destroy Cutco through misuse or abuse, then you can get it replaced at half the current retail value.

4. **15-DAY RETURN POLICY**

- We have a 15-day, risk free, money back guarantee. (15 days starts when product is received)
- If you aren't satisfied for any reason at all, you can return for a full refund.
- ***(If spouse is not present):*** Mrs._____, we can't always see both spouses together. You can both try out Cutco together for a few weeks, **risk free**, to make sure you both love it. After a few weeks you make a decision together as a family. How does that sound?
- Let me show you a short video of what others say & how long you can expect to use Cutco. *(Customer Testimonial Video - Show Slide 12)*
- The points protect the recessed edges from dulling on the cutting board, keeping each knife sharp for up to 10 **years**, AND they can be re-sharpened for free!
- Cutco is a great investment because you'll never have to buy another knife ever again & you can't beat American Made & Forever Guaranteed!

Names & Uses *(Show Slide 13)*

Mrs. _____, most customers agree that over a lifetime, sets are a much better value. It's important to have the right tool for the right situation because of safety & efficiency. We have two larger set options for customers who LOVE to cook, called the Family and Complete set.

BUT, I'm going to start with the tools in our BASIC SET, which is the most popular. It's called the HOMEMAKER+8. It has the minimum number of tools to do 100% of the jobs in your kitchen as efficiently as possible. It's the best value for the average family and it starts with your...

Paring Knife (2 3/4") *(Show paring knife) (Show Slide 14)*

- It's called Cutco's "*Air Knife*" - it has a long handle, making peeling & paring more comfortable.
- *(SHOW VIDEO & NARRATE) or (Peel apple or potato)*
- You'll use this for small jobs in the air like apples, strawberries, & bananas, great for smoothies and fruit salads, but you wouldn't want to use it on the cutting board
- That's why the next piece in your basic SET is your...

Trimmer - *(Show trimmer) (Show Slide 15)*

- This is your "*Small Utility Knife*" for small fruits & veggies. You'll never smash a tomato ever again!
- *(SHOW VIDEO & NARRATE) OR (Cut tomato)*
- It's also great for cucumbers, oranges, lemons, limes, & slicing raw chicken into strips.
- Which color do you like better; the classic, white, or red handles?
- Everyone loves the Trimmer, but it's not for spreading or serving, that's why the next piece in your basic SET is your...

Spatula Spreader - *(Show Slide 16)*

- Also known as the "*Mother's Dream.*"

The wide, flexible DD edge on this piece allows you to cut, spread, & serve cakes, pies, casseroles, lasagna, & sandwiches!

- *(SHOW VIDEO & NARRATE)*
- It's perfect for getting peanut butter and jelly out of a jar with super smooth spreading or getting brownies out of the pan & only using one tool!
- Mrs. _____, what could you see yourself using that for?
- You'll never use it on meat or large vegetables, that's why the next piece in your basic SET is your...

Petite Carver (6 ¾") - (Show Petite Carver) (Show Slide 17)

- This “*Large Utility Knife*” is your everyday meat knife for chicken & small roasts.
- (SHOW VIDEO & NARRATE) or (Cut pineapple)
- It’s also for large summer fruits & tough veggies like a pineapple.
- Do you see how you’d use this tool?
- WE CALL IT THE FAJITA KNIFE 😊
- It also pairs great with the Turning Fork!

Turning Fork

- Has three sharp tines that make it easy to turn meats & veggies in a skillet like bacon, shrimp or chicken, & getting things out of jars like pickles or olives.
- None of the pieces so far are used for larger foods, that’s why the next piece in your basic SET is your...

Butcher Knife - (Show Slide 18)

- This “*Heavy Duty*” knife disjoints large meats & is also great for melons and squash & separating frozen foods like hot dogs and hamburgers.
- (SHOW VIDEO & NARRATE)
- It protects your other knives because it is the only piece in the basic set strong enough for those jobs. Have you ever had a big task you needed a big knife for?
- It’s not a chopping knife, that’s why the next piece in your basic SET is your...

Petite Chef (7 ⅝") - (Show Slide 19)

- The high knuckle clearance makes it comfortable & safer for dicing, mincing, and chopping.
- (SHOW VIDEO & NARRATE)
- This “*Delicate Chopper*” is great for the six S’s— soup, salad, stir fry, stew, stuffing, & salsa!
- Chef knives are for chopping, not slicing; that’s why the next piece in your basic SET is your...

Slicer (9 ¾") - (Show Slide 20)

- It’s the best bread knife in the world and the long DD edge makes it great for bread, birthday cakes, getting a head of lettuce instead of a bag, & slicing big boneless meats.
- (SHOW VIDEO & NARRATE)
- But it’s not for anything with a bone; that’s why the next piece in your basic SET is your...

Master Carving Set - (Show Slide 21)

- It's like your "Spare Tire". You won't use it everyday, but you will be glad you have it in your basic SET!
- Do you ever BBQ or host family dinners? You'll need it for BBQ's, big roasts, and family occasions.
- (SHOW VIDEO & NARRATE)
- Having both forks in the set is important; the turning fork picks food up while the carving fork holds meat down & is wide enough to go around the bones.

There are possibly some items you would use more than others, but we've learned it's better to have it & not need it; rather than need it & not have it.

Can you see how over a lifetime you're going to use every tool in your basic SET?

Table Knives - (Show Table Knife) (Show Slide 22)

- To complete your SET, your Table Knives are used for every meal: breakfast, lunch, and dinner.
- The wide blade and rounded tip makes it safer & great for spreading, but the Double-D edge allows it to cut like a steak knife!
- We recommend two Table Knives per family member so you don't have to wash them after every meal; or if you just don't want to run the dishwasher constantly, you'll have some extra table knives or steak knives.
- Let's see how our Table Knives work on some tough leather...

(If Virtual- SHOW VIDEO)

(If Live- CUSTOMER CUTS LEATHER- You hold onto both sides of the leather. Put the customer's steak knife at the top of the leather. Customer cuts forward & backwards. Next, use Cutco. Have customer push forwards & down cutting in one stroke.)

Steak Knives - (Show Slide 23)

- We've had table knives for 70 years, but customers who like the feel of a larger "steakhouse style" steak knife, we have 2 larger sets called the Family Set and Complete Set come with that option. It's the same size as the trimmer, but still has a rounded tip for safety. (SHOW VIDEO)
- The Family set comes with 10 table knives or 10 steak knives & the Complete set comes with 12, so these sets are perfect for the holidays or when you have company over at the house. The steak knives seem to fit large hands very well. Which size would you prefer?

Mrs._____, it would be dangerous to have really sharp knives floating around in a drawer, so...

- Our SETS come with a solid oak WOODBLOCK, which looks great on the counter.
- We also have STORAGE TRAYS for the drawer or on a wall.
- Our SETS come with a FREE cutting board. It's important to use a soft plastic cutting board. Glass, granite, & marble cutting boards are too hard and will dull your knives.
 - It is tall enough to slide a plate underneath, as well as has grooves to catch juices.

Kitchen Tools / Entertainer Pack *(Show Slide 24)*

- To complement your Homemaker Set, we also have incredible Kitchen Tools & Gadgets.
- The 5-piece Kitchen Tool Set matches the rest of your set & comes in a wood block for easy storage. This set has a Slotted spoon, Basting spoon, Spatula, Ladle, and a Whisk.
- Our 4-piece Entertainer Pack has comfort-grip handles and is, of course, forever guaranteed. *(Show Slide 25)* It comes with our 4 most popular gadgets, all in one pack. Let's see them in action!
 - **Peeler-** it peels in both directions & has a scoop for the eye of the potato on the end. *(Play video)*
 - **Ice Cream Scoop-** it's made of Zinc which transfers heat QUICKLY, meaning it will MELT your ice cream as you cut into it & is also great for getting the seeds out of melon. *(Play video)*
 - **Pizza Cutter-** the blade comes out for easy cleaning & great for homemade pizza. *(Play video)*
 - **Cheese Knife-** it has holes so the food doesn't stick to it. It's great for potatoes, apples, tomatoes, and of course cheese... this thing is awesome! *(Play video)*
- One of the best parts about the Kitchen Tools and the Entertainer pack is that it's ALL dishwasher safe!

SUMMARY *(Show Slide 26)*

Mrs. _____, let me review why so many people choose to invest in Cutco:

- You'll always have sharp American-made knives that are comfortable, safe, & sanitary.
- Cutco is guaranteed to last forever so it would be the last set of knives you'd ever buy.
- Cutco saves a lot of money! Most knives are expensive over time & need to be replaced often.

There are several reasons why so many customers choose **SETS**:

- **SETS** have the right tool for the right job. Mrs. _____, do you only have one pair of shoes?
- **SETS** have a built-in discount so it's **CHEAPER**.
- **SETS** come with a **FREE** cutting board and other **FREE CUTCO** as well. Mrs. _____, do you like free stuff and discounts?
- **SETS** are much **SAFER** because they come in a block or tray. You wouldn't want the world's sharpest knives floating in a drawer, would you Mrs. _____?
- Also, we have interest-free, monthly investment options so you don't have to pay for it all at once!

Selecting the Best Option

(Show Slide 27 - Wusthof / Shun brand comparison)

When it comes to high-quality cutlery, it's like anything else. There's a wide variety of quality and prices available. Cutco is top rated so we only compare it to the highest quality brands... I have a price comparison for our top competitors, Wusthof and Shun. Have you ever heard of them before?

- These high-quality sets made overseas are two of the top selling brands in stores. Each brand has different types of sets, which range in price. Wusthof is the most popular.
- The price for this Wusthof set is \$3,435. Sometimes you can find it on sale for \$2,000.

There are some major differences between these brands and Cutco:

- Wusthof has mostly straight edges so they need to be sharpened, which is a hassle.
- They are not recommended for the dishwasher.
- Lastly, the warranty is on manufacturing defects only.

In comparison, Cutco has our unique wedge-lock handle, the exclusive Double-D "stay-sharp" edge, our 4-part Forever Guarantee including our free sharpening and replacement & lastly, the perk of being 100% dishwasher safe.

- Cutco owners will tell you that it's TEN times better than any knives they've ever used. Just considering the guarantee and unique features, most people would agree that Cutco is at least twice as good as Wusthof.
- When something offers twice the quality and value and lasts forever, you would expect it to be at least twice the price. At twice the price you're talking over \$4000 for a set of Cutco...

The Close: Most vital part to making a sale. - Slide 30

As I said earlier, our **Homemaker+8** is our **most popular set**. It's perfect for families that cook 2-4 times a week.

It has the ten basic tools I explained earlier, 8 Table Knives, the woodblock, and a sharpener for straight edges. We also have a Homemaker set without Table Knives.

If you were considering a set of CUTCO, would you prefer the set with the Table Knives?

The great thing is that it doesn't cost \$3,000. In fact, it doesn't even cost as much as Wusthof price of \$2,000

The Homemaker+8 Set is only 1550 paid in full, which includes shipping. and **most of our customers** take advantage of our **5-month, interest free investment option** which is once again only \$337 today and includes tax but the best part is our...

BUY NOW BONUS: We have a bonus where, if you buy now, I can give you a matching **Kitchen Tool Set, Entertainer Pack, or Super Shears for free!**

Mrs./ Mr. _____, I wouldn't be doing my job if I didn't ask you; Would you like to try out the Homemaker Set today, risk free and get the free kitchen tools or super shears

(Be completely quiet and wait for answer... smile)

If Yes: Congratulations! You're going to love your CUTCO. While I write that up, I did want to ask would you possible be interested in the set that actually has a slot and includes the super shears as we have a great special for that set today too.

If Unsure: If you don't mind me asking, what is it about the Homemaker you're unsure of? ...

Handling Kneejerk Reactions:

Too Much Money/Can't Afford it: I completely understand. \$_____ is a lot all at once. That's why most of our customers split it up over 5 months, interest free. It would only be _____ per month. How does that sound?

I Need to Think About it: I completely understand. \$_____ is a lot of money to be impulsive. That's why most customers take advantage of the 15-day trial. If you don't love it after a few weeks, you can send it back and get a full refund. On the 5 month plan, you can try it out for only \$_____ today. How does that sound?

Need to talk to Spouse (husband): I completely understand. That's why most customers use the 15-day trial to make sure he can really see the value. If he doesn't love it, send it back and get a full refund. On the 5 month plan, you both can try it out for only \$_____ today. How does that sound?

Too Many Pieces: I completely understand. At first, 10 pieces seems like a lot. After 15 days, if there is a piece or a few pieces you're still unsure of, you can return and get refunded for those pieces. How does that sound?

Can I buy pieces?: Of course! However, our sets are discounted, they're safer, and you get free stuff. If you don't mind, I'll show you our sets and if none of them appeal to you, we can pick out whatever pieces you want!

I definitely want to buy later: Give a better deal (call office) or **drop down** to smaller set

IF STILL NO: Oh Ok, Mrs. _____, it sounds like you love CUTCO but now is just a bad time for a larger set. So to get full credit on my demo let me show you some of our "starter sets", which honestly would probably be a better fit for you & were not mentioned in the video. Great for starting small when on a limited budget & building up over time plus they are a GREAT VALUE.

DROPPING DOWN - Galley+6

(ESC from 1st slide show, scroll down to the “Other Set Options” & Show Slide 2)

Next is our Galley set. It's a few less knives for a lot less money!

- It's a perfect starter set and it'll take care of all your needs...
- As you can see... It has the Paring knife for the air, Trimmer for small stuff, a Spatula for sandwiches, a Turning Fork, an everyday meat knife, a Veggie chopper, and a bread knife. And it still comes with 6 Table knives.

Instead of paying \$_____ for the Homemaker Set...

The Galley+6 Set is only \$224 a month (interest free).

BUT THE BEST PART IS!.....

(BUY NOW BONUS): If you get this set today, I can still include the super shears or kitchen tool set for free!

Is that something you'd like to get today?

If YES: Congratulations! You're going to love your Cutco! While I write that up, let's look at accessories.

If NO: No problem, I completely understand, so I can get full credit for my presentation let me show you the starter sets and these are usually a much better buy if interested.

DROPPING DOWN - STARTER SETS

ALWAYS CALL MANAGER END OF THIS PAGE

(Show Slide 3)

(Step 1) These next two slides show the starter sets. Getting any of these TODAY allows you to get what you need AND you can **always upgrade to a bigger set later AND get the Cutco Customer Discount...** If you never upgrade you at least can stop spending money replacing knives over and over

ESSENTIALS + 5: This one comes with just the basics to hit your kitchen needs - This is a great starter set for a small family and includes 5 table knives. As you can see on screen or blue book these are the pieces included

STUDIO + 4: This is our smallest block set, it still comes with 4 amazing pieces and one of the most sold Sets! Many families purchase this set to try Cutco out and includes 4 table knives

(Show Slide 4) (Toggle back & forth between set pictures)

SPACE SAVER: Comes in a unique block that can fit in a drawer or be hung on the wall! This is a great starter set to help someone new to Cutco - get started with it.

ALL KNIFE: One of our most affordable sets & comes in a neat tray that can be put in a drawer

KITCHENETTE: **THE most affordable set Cutco sells** - this set cost less than a coffee a day. This one sells a lot due to the afford ability.

(Step 2) So Mrs _____ Out of these 5 sets which do you see yourself needing the most?

(Step 3) Great, that set is only _____ / mo

	5-PAY PLAN	PER WEEK	PER DAY
ESSENTIALS +5	191	47	6
BASIC ESSENTIALS	142	35	5
STUDIO +4	152	38	5
BASIC STUDIO	113	28	4
ALL KNIFE	157	39	5
SPACE SAVER	134	33	4
KITCHENETTE	112	28	4
GOURMET	214	53	7

(wait for them to write it down)

If you get this set today, you can still have the kitchen peeler for free!

Is that something you'd be interested in getting today?

If YES: Congratulations! You're going to love Cutco! While I write that up, let's look at accessories.

If NO / Unsure: No problem most people prefer to customize their set...

CUSTOMIZING OPTIONS *(Show Slide 5)*

So Mrs. _____, you can customize your own set & I can still get you something for free.

Special #1: Let's make a list of the 5 pieces you see yourself using the most.

- Let's write these items down too so I can show you the prices!
- GREAT, can you give me one minute to work on those prices.

(OPEN UP CUTCO ORDERS APP - Add 5 items into cart - hit blue bar to see payments - write down prices)

- If you get these 5 items today, I can give you a pair of Super Shears or 4 Table Knives for FREE!
- Which of those 2 free options would you prefer?
- Ok, I'm ready for the price for you, if you could write this down...
That would be _____ in full or only _____ for 5 payments, & you'd get the _____ for FREE!

I wouldn't be doing my job if I didn't ask you, would you like to go ahead and get this custom set today?

If YES: "Great you will love your Cutco!"

If NO: "No problem!" - *Go to Special #2 ... (KEEP ENERGY UP)*

Special #2: Buy 3 Get the 4th FREE! *(Show Slide 6)*

Out of those 5, which ONE knife could you live without?

(Cross off that knife on list & ask customer to cross it off on their list too - DELETE from shopping cart)

- OK... give me one minute to calculate that new price...
(BONUS the cheapest knife in the App - hit the blue bar to see payments & write down new prices!)
- Mrs. _____, for the *(individually name the 4 knives)*
That's only _____ in full or _____ for _____ payments, let's write that down. *(Repeat monthly price)*
- Does that sound better to you?

If YES: Great, you'll love those pieces!

If NO: No problem, we do have one other combo option.

Special #3: The FREE Gadget Special!

No problem, Mrs. _____, which are your two favorites?

- Ok give me 1 minute so I can show you our last special...”

(Cross off that knife on list & ask customer to cross it off on their list too -

DELETE from shopping cart)

- For the _____ & _____ (2 knives), it's only _____ in full or _____/mo for _____ payments & I can give you the Ice Cream Scoop, Veggie Peeler or Large Cutting Board for FREE!
- How does that sound?

If YES: Great, you will love your Cutco! *(add free accessory into shopping cart & click BONUS)*

If NO: *Ok no problem, the final option would be to...*

**RESERVE YOUR BUY NOW BONUS
GET ONE PIECE!**

Mrs. _____, could you see yourself getting Cutco now or in the future?

So Mrs. Jones, what we suggest is getting one piece now to get to try out Cutco and reserve your bonus for the future so that way it saves you money in the future. It just makes sense. So, what piece did you like the best, the trimmer, spatula spreader, cheese knife, or paring knife?

- Just so you know the price of the _____ would only be _____, or _____ for 2 months and I'll even throw in a free cutting board TODAY. And if you like it, keep it and love it; If not, you'll get a full refund since it's risk free.
- Now Mrs. _____ is this something you'd get today to try out Cutco and help me hit my goals?

If YES: Awesome! You'll love that piece.

If NO: No worries, let's shift to the final step for today which are referrals.

COMPLETE / FAMILY CLOSE

If they said YES to Homemaker

(Go to Family Set Page)

This is our Family Set. It has all 10 of Tools that come in your Homemaker & the 4 customer requested pieces.

- To the right of the Carving fork is the Hardy Slicer which is a heavy duty small knife, your Petite Santoku for smaller chopping and dicing needs, your Cheese Knife for sticky starchy foods & the Super Shears that separate for easy cleaning.
- It also comes with all 3 cutting boards, a sharpener & the woodblock.
- It comes with 10 Table Knives or you can get the larger Steak Knives. Which would you prefer?
- This is the smallest set that fits the larger steak knives AND the shears.

This set is only _____ in full or _____ per month for 5 months.

(DON'T ASK FOR THE ORDER YET, show the Complete set.)

(Go to Ultimate Page)

The other Set option is our Complete Set.

- This has all 10 tools that come in your Homemaker & 9 Speciality Knives.
- It has a Hardy Slicer, Cheese Knife, Santoku, Super Shears, Boning Knife, 4-inch Paring Knife, Flexible Salmon Knife, wide-blade Veggie Knife, Petite Slicer, and a one pound Meat Cleaver.
- This set comes with all 3 cutting boards, a sharpener & the woodblock.
- This set also comes with 12 Table Knives or you can get the larger Steak Knives.

This set is only _____ in full or _____ per month for 5 months.

- Over the next 20 or 30 years, Which of these would you get the most use out of? *(Toggle between slides)*

If you were to get it would you want the White or Black handles? Do you think you would prefer the Honey block color or the Cherry block color? Lastly, would you split it up or would you pay for it in full?

Mrs._____, I wouldn't be doing my job if I didn't ask you; Would you like to try out the Set today and get your FREE gifts? *(Smile, be quiet & wait for answer)*

If YES: Congratulations! You're going to love your Cutco! Let's look at some popular accessories.

If NO: Do you mind if I call my manager to see if there are any friends and family deals?

FOR CUTCO OWNERS

How to Create a “Wish List”

(Have customer take out every piece of Cutco they already own)

- Mrs. _____, since you already own Cutco it doesn't make sense to buy a full set.
- Most Cutco owners either upgrade to their favorite set or pick out a few pieces to supplement what they already own.
- Either way, if you decide to add more Cutco to your collection, I'll be able to give you the best deal possible...
- We're going to start by making your wish list. These aren't necessarily things you are going to buy today, but as your rep I'll be able to keep track of what you like for future reference.
- Basically, if Cutco were FREE, what would you add to your set?!

(In your notebook write: Mrs. _____'s Wish List - IF VIRTUAL - have customer write their list down too!)

Mrs. _____, just so you know you qualify for our UPGRADE PROGRAM, can I show you what that looks like?

1. Let's look at set options in the 1st slide show, starting with the Complete Set, Family Set & Homemaker Set.

(Highlight missing pieces and promote uses and value of each.)

2. In a perfect world, how many Table Knives would you want – 8, 10, or 12?
3. You can also get a Block, a Sharpener, and Cutting Boards, want to see prices?

(Add all missing pieces to the shopping cart, use bonus points to give deals or call the office!)

Cookware, Flatware, Accessories = WISH LIST

(Scroll down to Cookware, Flatware, Gifts & Accessories - full screen)

- We're going to start by making your **"wish list"**
- These aren't necessarily things you are going to buy today, but as your rep I'll be able to keep track of what you like for future reference.
- Basically, as we go through here, if Cutco were FREE, and you liked it, let me know what you would add to your collection.
- If we get to a section that you have no interest in at all, just tell me to skip it, no problem!

(In notebook write: Mrs. _____'s Wish List - IF VIRTUAL - have customer write wish list down too)

FLATWARE - *(Show Slide 2)*

- Good flatware isn't cheap. The reason people buy our flatware is because they'll never have to buy forks and spoons ever again. Our flatware is high quality and low maintenance.
- Cutco's Forever Flatware is made of 18/10 high quality stainless steel, so it won't tarnish even in the dishwasher.
- Cutco doesn't change their design every 2-3 years like other flatware companies, so if you lose a couple of pieces, you won't have trouble finding the matching pattern.
- We use one timeless pattern that never goes out of style.
- If you knew it would eventually get bent or lost, wouldn't you want it to have a forever guarantee?
- It comes with 12 place settings, including 12 Stainless Table Knives that cut just like steak knives. It's like having steak knives that match your stainless flatware.
- Each place setting comes with four pieces – 2 spoons, 2 forks, and a stainless table knife.
- The 60 pc set includes 12 place settings and is by far our best deal on flatware.
- Would you need 12, 24, or 36 place settings? *(Add to wish list or click next slide)*

COOKWARE: LOW-MOISTURE COOKWARE - *(Show Slide 3)*

- Cutco also makes amazing cookware. Do you mind if I tell you about our cookware? *(Play Video)*
- It's American Made, Forever Guaranteed, and it's the healthiest cookware you can use which makes it a great investment in your family's health.
- Cutco's low-moisture cookware is made using 5 layers: the outer layers are high-quality stainless steel for easy cleaning, while there are 3 layers of aluminum on the inside for perfect heat distribution.
- It doesn't have a chemical-coated nonstick coating, so you don't have to worry about chipping, scratching, or peeling.
- Once pre-heated for 5-7 mins on medium, the cookware is virtually nonstick, if used properly, making it easy to cook your food. It can go in the dishwasher but it can also go in the oven up to 400 Degrees.
- If you were to choose a set of cookware, would you do the Complete, Family, or Basic? *(Show*

slide 5 & 6)

THE CUTCO KITCHEN - *(Show Slide 7)*

For several years we have been selling package deals with Knives, Cookware, and Flatware together because our customers get the best bang for their buck.

So, if you're interested in both a set of Knives and a set of Cookware, how it works is you just pick a Small/Medium/Large set of knives and then a Small/Medium/Large set of cookware. You can add flatware if you'd like. Then, based on what combo you want we can talk about throwing in some fun products for free. *(Pick sets and add to the wish list)*

SPORTING KNIVES - *(Extra videos found in your training spreadsheet --Only cover details if needed)*

- You've seen what the Double D edge does on leather, just imagine what it does for a hunter!
- We have some really great hunting and sporting knives and the prices on these are lower than you'd probably expect for super high-end hunting knives.
- Cutco also owns KA-BAR, which are the knives the United States Army and Marine Corps use.
- We have two KA-BAR knives that I'm allowed to sell as a Cutco rep.
- Which of these would you like more info on?

Clip Point

- Rubber handle ensures hand won't slip if bloody, slimy, or cold
- Beyond hunting, a year round essential knife
- Engraves well with family member names, last names, nicknames, farm names, military unit name

Drop Point

- Made with highest grade of steel
- Will go through 3 moose / 7-10 deer. Longest sharpness of hunting knife on the market
- Send them in right after or right before hunting season for optimal performance

Fisherman's Solution *(Show Video)*

- Coolest gadget knife Cutco makes: has belt loop, line cutter for rope/twine, and a gripper if grandkids don't want to hold the fish for a picture.
- Pliers are very sturdy and can also help remove hook deep in mouth
- Blade extends 6 to 9 inches to accommodate any size fish.
- Only filet knife on market that'll be sharp forever *(Cutco will sharpen or replace it)*
- Can also be used as meat processing knife to remove the silver skin on a tenderloin or back strap

Golf Mate Pocket Knife

- Divot tool for repairing ball marks on the green
- It has a small knife to cut cigar with

- Great for golf lovers, charity events, small gifts

Gut Hook

- Zipper down and open up skin easily without puncturing bladder on animal
- Double D edge: great for cutting hay bales, net, wrap, twine
- Smooth edge: great for intricate skinning and gutting

Hunting Knife (*IN GIFT BOX*)

- Deluxe/trophy knife that engraves well
- Great as a gift – to honor somebody with a legacy, to celebrate a first hunt, to pass down to children

KA-BAR Explorer

- Most trusted military combat knife
- Perfect for anyone who camps – the base of handle can be used to hammer stakes in ground
- Great gift for people who have served in military, are retiring, or want a memorabilia piece

KA-BAR Outdoorsman

- Only knife that can come with two handle options – Zombie Green or Military Black
- Easier to conceal than the Ka-Bar Explorer

Lockback Knife, 2 ¾”

- Biggest & most versatile Pocket Knife Cutco makes
- Sturdy and essential clip to hang on belt
- Great for heavy duty and rugged use

Pocket Knife

- Lightest pocket knife Cutco makes
- Great for key chains, purses, or pockets

GARDEN TOOLS

- These are the only garden tools on the market that are guaranteed forever.
- Rated by Home & Garden Industry as #1 trusted garden tools.
- Purple & Yellow makes them easy to find in messy soil (or in the dark).
- Steel goes all the way to the bottoms of the handles.

Cultivator - Sturdy enough for dry, hard, caked, rocky, ground

Gardening & Transplanting Trowel - Measurements so you can measure how far you're planting.

Weeder - Excellent at getting to the roots.

Bypass Pruners - These pruners increase hand strength by double.

- Used to effortlessly snip flowers, trim shrubs, and prune branches.
- They have a sure-grip handle that reduces hand fatigue and the blades lock for safety.

BBQ SET – Spatula, Fork, & Tongs

- 18 inches long so you can stand further back from the flames or steal your neighbor's burgers :)
- Won't rust or corrode, even if you leave them outside by accident.
- They are dishwasher safe.

TABLE KNIVES & STEAK KNIVES

- Do you ever host holidays or have company over at the house?
- It's very common for people to add an extra 6, 8, or 12 to their order.
- That way when company comes over you're not having to choose who gets the good knives around the table and who's left with the old ones.
- If everybody came over how many steak knives would you need?

WINE OPENER

- Also has a bottle opener on the side

CAN OPENER

- Super smooth wheel action & leaves no sharp edges
- Strong magnet holds the lid after removing it so it doesn't fall into the can

ENTERTAINER PACK – (Peeler/Ice Cream Scoop/Pizza Cutter/Cheese Knife)

- Entertainer pack is the top gift we sell, these are 4 accessories that NO ONE ever has a quality version of.
- We saw these before.. *(review from 1st slide show, and show videos if needed)*
- Would you like to add the whole pack to your wish list or maybe a few of your favorite pieces?

CHEESE KNIVES

- We have a few different style Cheese Knives than the one in the Entertainer Pack... and they all have a micro-D edge.

GIFT SETS

- These next two slides are our gift sets
- These make great birthday, wedding, or appreciation gifts for all occasions...
- Do you have anything coming up In the next few months you'll need to get a gift for?
- We also have an engraving department that does all kinds of personalizations and also business and corporate gifts.
- Lots of companies give a gift basket of something that will be gone in a week or two. Cutco is something they'll use everyday forever and they'll be staring at your company's name or logo every time they use it. No better way to stay top of mind!
- We also have volume pricing discounts too if someone wants to place a larger order.

- Do you own a business or ever do client appreciation gifts? How many would you need? *(Ask manager for help)*

AFTER MAKING A WISH LIST...

PRESENT OFFER:

I'm going to make you the best deal possible!

(Need a deal? Call manager!)

(Have customer write down prices in notebook)

The total value of everything on your wish list is: _____ in Full or _____ on the 5 pay option.

- If you get your wish list today I can include: _____
- That's a savings of: _____
- I wouldn't be doing my job if I didn't ask you, would you like to try out Cutco and get your free gifts?

If YES: Congrats! You're going to love your Cutco. Let's talk about the last part for today which is helping connect me to nice people!

If NO: Which pieces are your top priority? *(Drop down, find them the best deal)*

RECOMMENDATIONS

LEADS = DEMOS = SALES = INCOME = ☺

Ask for recommendations after you write up the order but before you clean up!

Three Keys: Ask, Smile, Follow the Script

STEP 1: Ask For Recommendations

- Mrs. _____, how did you like my demo?
- Great! Go ahead and pull out your cell phone because there's one more **very important part...**
- Here's where you can **really** help me out.
- I get paid every time I show Cutco, but I can only show it to people I've been **personally recommended to**.
- So what I need you to do, while I'm cleaning up, is to jot down _____ people who might be **nice enough** to help me out. Haha JK 10-15 is fine.
- I'm not looking for people who you think would buy, just **nice people like you** willing to take a look.

Smile, hand them pen and paper, clean up!

☺ **AFTER THEY SAY "THIS IS ALL I KNOW":** THANK YOU SO MUCH! Now to properly get credit Mrs. Jones I need you to rate my demo. If you can please download the "My Cutco Rep App" and I will give you my rep #. This is how my manager knows that I was here as well!

Help customer download MyCutcoRep App and walk through the steps to submit recommendations

STEP 2: Text Heads Up / Getting a 'Yes'

AFTER THEY DOWNLOAD APP: THIS LAST PART HELPS YOU ADD ON TO THE ONES YOU ALREADY WROTE DOWN BUT ALSO IF YOU KNOW ANYONE OUT OF THE AREA Mrs. _____, I can also do virtual appointments over ZOOM too! Who do you know from out of town that might be willing to see my presentation? Any Contacts you see on the list you could click and add to my list.

STEP 3: Text heads up to TOP 5

Thank you so much for the referrals! Now if it's not to much, can you PLEASE introduce me to at least 5-10 you know in the area. You simply click "introduce" and it has an automated message it can send its literally just 2 clicks we do but this helps me out SO MUCH.

IF YOU AND CUSTOMER REALLY CLICK:

"Mrs. _____, can you take a selfie with me and tag me on Facebook / social media?"

*...it's a easy way for people to find me if they are looking for Cutco
...and it helps me learn social media & and online marketing skills*

can squeeze him/her in, he/she is fun and nice! Thanks!

HANDLING RECOMMENDATIONS OBJECTIONS

Mrs. Jones, thank you so much, I totally understand. However, this is the life blood of my business. This is how I am able to make money to pay for school and other things and it really helps me out. They definitely don't have to be anyone who you think will buy, I get credit for my scholarship just to show it. So who do you know that _____. (*Thought joggers*)

I'll do it later: That would be great, but I know you're really busy and I hate to call you later when you're with family or at your job. Again, they don't have to buy anything, and this REALLY helps me (*GOALS*).

Since I have to write down a few notes from my demo before we finish which will take a few minutes, let's jot down a few now and then I can follow up with you later for anyone else you can think of?

Besides, I've got to turn at least something into my manager to prove I did this part of the demo.

Can Only Think of a Few People: Thank you so much for thinking of those people. Like I mentioned, I'm not only looking for people you think would buy, just nice people like you that might be nice to take a look, so if we could come up with a few more, it would be GREAT!

How about your _____?

Don't Know Anyone - (*Customer is really saying "I don't know anyone who wants to buy"*): Mrs. _____, I totally understand! Like I said, I'm working really hard to reach my goals. So, I'm not looking for people who you think would buy, just nice people like you willing to take a look, even if it's just a couple, maybe your _____?

Don't Like to Give Out People's Names: I don't blame you! If it were ANYONE else but ME giving them a call, I would be hesitant too. But I promise it will just be me, and I'll be suuuuper nice, so...

VectorImpact App

Step 1: Ask For Recommendations

- Mrs._____, how did you like my demo?
- Great! Go ahead and pull out your cell phone, and you can answer that 3rd question about my product knowledge for me. There's no need to make me sound better than I really am. I want to get real feedback so I can keep improving. *(smile and let them finish answering question 3)*
- Now there's one more very important part... Here's where you can really help me out.
- I get paid every time I show Cutco, but I can only show it to people I've been personally recommended to.
- So what I need you to do is go through your contacts and jot down your closest 100 friends *(smile)*
- Just kidding! Actually, the app you downloaded is designed to be a huge time saver for both of us.
- It allows you to send me introductions straight through the app so anyone you recommend automatically syncs with my phone.
- This is much easier, and of course, I'll only be able to see the contacts you send me.
- On the bottom of the screen you'll click the "Share" button, then hit "Okay to Share Contacts". Then it lets you select those 100 people you wanted to refer me to. *(smile)*

(Pause to let the customer get started. Then continue.)

- On this part I'd like you to go ahead and check off everyone that you think might be nice enough to see me, not necessarily people you think would buy, just people who are nice like you who might take a look. You never know who needs Cutco, or would like to help out!
- Check off as many as you can because it all helps me towards my goals, and just let me know when you're finished before you click the "Share" button at the bottom. Take as much time as you need on this, because it's the most important part of the meeting for me, and I don't mind waiting.

Step 2: After the customer says they're finished:

- Okay, great! Thank you so much...
- Before you click the Share button, can you tell me how many it says you selected in the blue box?
- *(If less than 10-20)* Thank you, Mrs._____! That's a big help... Just so you know, when you give me at least 10 recommendations, you become a Sponsor. When you give me 20 or more, you become a Double Sponsor. Once I have 50 sponsors, I get a free piece of Cutco from my manager, or a cash bonus to help me pay for my school books. Do you think there's any way you can think of ____ more to check off who might be willing to see me so that you can be a sponsor/double sponsor of mine?
- *(If more than 10)* By the way, my record is ____, think you can beat that?

- Okay now go ahead and click the *"Share Contacts"* button at the bottom.

Step 3: After Sharing Contacts... (Heads up Texts)

Thanks again Mrs._____, it's much easier for me to contact people when they already have a heads-up that I'll be reaching out, so go ahead and click on *"Introduce"* next to the first one on your list and then click the blue *"Copy to Text"* button. You'll see it gives you a pre-written text to introduce me to them before I reach out.

(Optional Selfie): Before sending the message, go ahead and click on *"Take a Selfie"*, and then you can just snap a picture of us together here on the Zoom/Facetime window – that way they can place a name with a face when I reach out and they see that I really do know you!

Okay Mrs._____ after sending that text, go ahead and mark *"Introduced"* at the bottom so that one is finished... Let's go ahead and do that same thing for each recommendation, it will just take a minute or two, and thank you again this helps a ton...

Step 4: After Text Introductions... *(Taking notes for "Best 5")*

(Contacts should sync up almost immediately in your VectorImpact App when the customer sends them so you can take notes right in the app! If you don't see them, you can pull down to refresh the app for them to show up – if you still don't see them, you can take notes elsewhere and then copy/paste your notes into the app when they sync)

- If you were me and you were in a big contest like I'm in right now, out of the people you sent me, who would be the first 5 you would want to show? *(open the potential customer's profile in your VectorImpact App)*
- How do you know them? *(take notes in the app)*
- What do you like about them? Do they cook? Are they married?

(Note: Once these contacts are synced to your VectorImpact app, you can mark their "Best 5" as 3-star referrals in your app. Having some notes about them makes it easier for you to build rapport when you contact them)

Step 5: After Getting Notes For Best 5... *(More References in the Future)*

Thanks again Mrs._____, you may end up thinking of some more people in the next few weeks or you may run into someone who says they want Cutco... So anytime that happens you can just pop open that app and send me more contacts and it will sync up automatically and let me know who referred them.

Thought Joggers

Family
Friends
Best Friend
Prom Group
Quarterback of Football Team
In Sales
Principles
Teachers
Prom Party
Sports Teams
Coaches
Little League
Mom that is always at the school
Church/Pastor
Ambitious
Oldest family friends
Has known you since birth
God parents
Know from other schools
Minister/Deacon/Priest/Rabbi
Out of town relatives
1st Cousin, 2nd Cousin
Biggest house
Nicest car
Lives on Country Club
Lives in gated community
Doctors
Family Doctor
Dentist
Orthodontist
Chiropractor
Shrink
Saints/LSU Season Tickets
Brother/Sister's friends
Work out with
Hunting trips
Hunting camp
Frat Alumni- Dad was in frat
Sells cars, houses, insurance

Who you call for help
Boat
Hot tub
Family travels with
Family goes to Thanksgiving
Family goes to Xmas Eve
Old Babysitter
Nanny
Tennis
Parents of siblings friends
Brothers 5 BFF, Sis 5 BFF
College Professor
Engineering
Architect
Financial investor
Investment Firm
Banking industry
Owns their own business
CEO,CFO
Always plays golf
Most Successful
Cub scouts
Girl/Boy Scouts
New car when kid turned 16
Best Salesperson
Most Likable
Parent's friends
Moms 3 BFF
Fisherman
Hunter
Takes cruises
Traveled to Europe
Threw a cool Sweet 16
Pharmacist
Master plumber
Master electrician
In-Law's Friends
Old Boss
In-Law's friends

Mom's Boss
Dad's Boss
Old Boss
You vacation with
Drives expensive car
Plays guitar
Childhood playmate
Auto Sales/Owns dealership
Sends Xmas cards every year
Spa/Health Club
Lawyer- list all
Neighbors
Former Neighborhood
Where you grew up
Parent's Neighbors
Just Married
Aunts/Uncles/Cousins
Most Noble
Ski with
Golf with
Church Choir
Home Address Book
Principle
Policeman
Fireman
In Hospital
Nurse
Owns Business
Swimmer
Lifts weights
Owns a pool
Football team
Owns a farm
Lakehouse
Beach house
Owns construction company
Owns Restaurant
Owns Catering company
Jacked up pick-up truck

Customer Recommendation Sponsorship Page
Recommendations = Sponsor

Name	Phone	Name	Phone	Name	Phone
1.		18.		35.	
2.		19.		36.	
3.		20.		37.	
4.		21.		38.	
5.		22.		39.	
6.		23.		40.	
7.		24.		41.	
8.		25.		42.	
9.		26.		43.	
10.		27.		44.	
11.		28.		45.	
12.		29.		46.	
13.		30.		47.	
14.		31.		48.	
15.		32.		49.	
16.		33.		50.	
17.		34.			

Brainstorm List Continued
***star* if Married, 30-60, and own a home**

Name	Phone	Name	Phone
1.		21.	
2.		22.	
3.		23.	
4.		24.	
5.		25.	
6.		26.	
7.		27.	
8.		28.	
9.		29.	
10.		30.	
11.		31.	
12.		32.	
13.		33.	
14.		34.	
15.		35.	
16.		36.	
17.		37.	
18.		38.	
19.		39.	

20.		40.	
-----	--	-----	--

Top 15 Family (local & out of town)

Top 15 Friends Parents

Name	Phone	Name	Phone
1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	
6.		6.	
7.		7.	
8.		8.	
9.		9.	
10.		10.	
11.		11.	
12.		12.	
13.		13.	
14.		14.	
15.		15.	

Top 10 Siblings Friend's Parents
Top 10 Coaches, Teachers, Mentors

Name	Phone	Name	Phone
1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	
6.		6.	
7.		7.	
8.		8.	
9.		9.	
10.		10.	

5 Best Neighborhoods _____, _____, _____, _____, _____

Top 15 Parents' Friends (Mom/Dad's friends)
Professionals: Doctors, Lawyers, Engineers

Name	Phone	Name	Phone
1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	
6.		6.	
7.		7.	
8.		8.	
9.		9.	
10.		10.	
11.		11.	
12.		12.	
13.		13.	
14.		14.	
15.		15.	

BEST 5 / TOP 10 / FAST START 20

Name	Phone	Name	Phone
1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	
6.		6.	
7.		7.	
8.		8.	
9.		9.	
10.		10.	

Tips For Booking First Weekend Appointments

Your success during your first week with Vector will be determined by:

Quantity of **MAC** Appointments: It's a numbers game!

More MAC Appointments = More Sales

Show your **BEST CUSTOMERS FIRST! TOP 5 CUSTOMERS!!!**

- **Don't over-emphasize Cutco on the phone!** The purpose of your call is to schedule an appointment. Cutco is incredible but they won't understand how great it is until they see it!
- **Speak directly to who you want to schedule:** Don't relay messages through friends!
- **Don't text to set up initial appointments:** Not very professional / leads to miscommunication. Create the right habits and call!
- **SPEAK WITH THE WIFE:** Wives are the Target customer & usually the wife is easier to schedule.
- **Stress the fact that it's not a question of buying or selling:** Many people will tell you: "You can show me, but I'm not going to buy anything."
- Respond by saying: "That's okay. I get paid anyway and I need as many appointments as possible."
- **ALWAYS GIVE A CHOICE OF TWO TIMES:**
- **Correct:** "What time is better for you, ____ or ____?" or "What day is better, ____ or ____?"
- **Incorrect:** "Are you free this weekend" or "Do you want to see my presentation?"
- **Set up a specific time:** Tentative appointments generally fall through.
- **Schedule appointments 90 minutes apart:** At first, it takes longer because you're new.
- **DOUBLE TAP:** If they don't answer, they may not know your number or were searching for their phone. Count to 5 and call them back. You'll be surprised how well this works.
- **Not everyone will answer their phone:** Use the 4:1 rule— for every 4 phone calls, 1 person will pick up. If you want to schedule 5 appointments, make 20 calls! 10 appointments = 40+ calls....
- **Text if No Answer:** "Hi, it's _____, _____'s (son, daughter, friend)! I have a quick question. Are you available?"
- **Cutco owners are the best prospects:** Always schedule appointments with Cutco owners.
- **Call in waves!** Customers are home at different times of the day and night. Split up your phone time throughout the day to reach more customers. (**3 waves** generally leads to a full schedule).
- **Eliminate distraction—** make sure you are in a quiet place when you phone.
- **Phoning = Working.** Once your appointments are set, you're done "working"— now it's time to have fun and do some demos!
- **Urgency:** Let your customer know that you are committed to your goal and you have a deadline!
- **Importance:** Let your customer know how important your demo is to you. They will see you right away and they won't reschedule you last minute!
- **REFERRAL PHONE APPROACH IS DIFFERENT!**
- Must meet with manager, be taught & do first calls with manager.

TRAINING APPOINTMENT PHONE APPROACH

- Hey _____, this is _____. (Visit / any fun plans this weekend?)
- Well the reason I'm calling is I just started a great new job showing Cutco.
- As part of my training, I'm required to put on some initial training appointments.
- You don't have to buy anything, because I get paid just to show it.

I want to do _____ appts by _____ to hit my goal. (*Goal based on next 3 day schedule*)

If LIVE: So I wanted to know if I could stop by (DAY) at (TIME) or would (TIME) be better for you?

If VIRTUAL: So I wanted to know if I could schedule a virtual appointment on ZOOM (DAY) at (TIME) or would (TIME) be better for you?

FIRM UP TO ELIMINATE RESCHEDULES:

- OK Great! Thanks a ton! I'm putting you down in my schedule right now!
This really means a lot to me.
- Are you sure this time definitely works? Can you do me a favor and add this to your calendar?
- Will (Spouse) be available too?

If LIVE: Can I get the address to your house? (*If you don't already know*)

If VIRTUAL: Can I get your email to send you the zoom link to the appointment?

- Thanks so much for helping me with this!
- I know you're really busy, and this may not mean a lot to you, but to me this is one step closer to my goals so I really appreciate you taking time to meet with me.
- I'm looking forward to speaking with you on (DAY) at (TIME!) Have a great day!!

POSSIBLE CUSTOMER QUESTIONS:

What is this for OR What Is CUTCO?

Cutco is a line of high-quality kitchen cutlery and a few outdoor items. I'm sure you already have tons of knives, but I get paid just to show it to you! So, would ____ or ____ be better for you?

I Already Own CUTCO:

That's great! How do you like it? (*pause*). Awesome, well like I said, I am doing it for the training and I'd love to get your opinion and maybe some pointers. Plus, I get paid anyway. So, would ____ or ____ be better for you?

That Time Doesn't Work or I'm Really Busy

No problem, I totally get it, I'm really busy too. I really need to do ____ appointments by ____, and I can make sure to keep it short. Is that a bad day or just a bad time? (*OFFER 2 other times*)

>> So, how about ____ at ____ or would ____ at ____ be better?

How Long Does It Take?

Not too long at all, my part is about 30-45 minutes. After that, it's up to you. So, which time would be best for you, ____ at ____ or ____ at ____?

DO NOT CALL RECOMMENDATIONS UNTIL YOU ARE TAUGHT BY A MANAGER!

DAYS 1-4 OF MY FAST START

Tip: 5 Calls Before & 5 Calls After

Day	Day	Day	Day
8:00	8:00	8:00	8:00
8:30	8:30	8:30	8:30
9:00	9:00	9:00	9:00
9:30	9:30	9:30	9:30
10:00	10:00	10:00	10:00
10:30	10:30	10:30	10:30
11:00	11:00	11:00	11:00
11:30	11:30	11:30	11:30
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4:00	4:00	4:00	4:00
4:30	4:30	4:30	4:30
5:00	5:00	5:00	5:00
5:30	5:30	5:30	5:30
6:00	6:00	6:00	6:00
6:30	6:30	6:30	6:30
7:00	7:00	7:00	7:00
7:30	7:30	7:30	7:30
8:00	8:00	8:00	8:00
8:30	8:30	8:30	8:30

DAYS 7-10 OF MY FAST START
Create the 11th hour list! Ask how to get extra days!

Day	Day	Day	Day
8:00	8:00	8:00	8:00
8:30	8:30	8:30	8:30
9:00	9:00	9:00	9:00
9:30	9:30	9:30	9:30
10:00	10:00	10:00	10:00
10:30	10:30	10:30	10:30
11:00	11:00	11:00	11:00
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5:00	5:00	5:00	5:00
5:30	5:30	5:30	5:30
6:00	6:00	6:00	6:00
6:30	6:30	6:30	6:30
7:00	7:00	7:00	7:00
7:30	7:30	7:30	7:30
8:00	8:00	8:00	8:00
8:30	8:30	8:30	8:30

ACQUAINTANCE PHONE APPROACH

- Hello, is this _____ (*name*)! Hi this is _____. How are you?
- I don't know if my name rings a bell, but I am (*neighbor, attend church, friend's name, parent's name.*)
- I'm calling because I was hoping you could do me a favor.
- I just got this great new job showing Cutco & I get paid to do these appointments.
- I am practicing with people that I am familiar with to gain skills, build my resume and it helps toward a scholarship I am trying to earn as well.
- You don't have to get anything, I get paid to show you the products.
- I need to do _____ by _____ (*next 3 days*) to hit my goal.

If LIVE: I wanted to know if I could stop by (DAY) at (TIME) or would (TIME) be better for you?

If VIRTUAL: I wanted to know if I could schedule an appointment on zoom on (DAY) at (TIME) or would (TIME) be better for you?

FIRM UP TO ELIMINATE RESCHEDULES:

- Great! Thanks a ton! I'm putting you down in my schedule right now! This really means a lot!
- Are you sure this time definitely works? Can you do me a favor and add this to your calendar?
- Will (Spouse) be available too?

If LIVE: Can I get the address to your house? (*If you don't already know*)

If VIRTUAL: Can I get your email to send you the zoom link to the appointment?

- Thanks so much for helping me with this!
- I know you're really busy, and this may not mean a lot to you, but to me this is one step closer to my goals so I really appreciate you taking time to meet with me.
- I'm looking forward to speaking with you on (DAY) at (TIME!) Have a great day!!

REFERRAL PHONE APPROACH

- Hi, is this Mr/Mrs. _____ (*first name*)? Hey _____, this is _____. I don't know if my name rings a bell, but I'm really good friends with Mrs. _____. Did she tell you I was gonna be calling or did I surprise you and beat her to it?

If YES: Ok Great!

If NO: Oh ok, well you know how busy she is!

- Well, _____ and I were talking and she said you'd be nice enough to help me out with something I'm doing.

- I'm working with a company to gain experience on my resume and earn some scholarship money for school. I'm a student at _____ and what I do is a quick presentation on a product you've probably already heard of. It's called Cutco!

- Have you heard of Cutco before?

If YES: That's great do you have any?

If NO: No Worries!

(IF VIRTUAL): I can do the appointment over the phone, you just need to be in front of a computer or tablet at home.

- You don't have to get anything because I get paid just to show it.

- In order to stay on track for my goals, I need to do _____ appointments before (3 DAYS OUT). So I was hoping you could squeeze me in on (DAY) at (TIME) or would (TIME) be better for you?

FIRM UP:

- (*Repeat Day & Time*) Great! Thanks a ton! This really means a lot to me.

- Do you have a pen handy? If not, I'll wait.... Could you add this to your calendar or planner? I'm adding you into my schedule right now.

(If LIVE)- Can I get the address to your house? *If you don't already know*

(If VIRTUAL)- Can I get your email to send you the zoom link to the appointment?

- Can you also write this down for me please?

My name is _____ (*spell it*)

Our appointment is on _____ at _____ (time) correct?

And if you could please draw a huge smiley face so you recognize me! :)

- Will your spouse be able to be there? I get extra credit if he/she's there too.

- Great! Thanks a ton! I'm putting you down in my schedule right now! This really means a lot!

- I know you're really busy, and this may not mean a lot to you, but to me this is one step closer to my goals so are you sure that time works for you?

- Great, I really appreciate you taking time to meet with me. I'm really looking forward to our appointment on (DAY) at (TIME). Have a great day!!

OBJECTIONS:

I ALREADY HAVE CUTCO:

That's great! How long have you had it? It will really help me to practice with you because people who already have Cutco can help me out with the best feedback! Plus as part of your guarantee I get paid to stop by and make sure everything is working correctly. So is _____ at _____ good, or would _____ be better for you?

WHAT IS CUTCO/ WHAT'S THE PRODUCT?

It's a line of high quality cutlery, cookware, flatware, hunting and fishing knives, we even have a heated ice cream scoop! I'm sure you already have plenty of kitchen stuff, but I get scholarship credit just to show it. So would *(give day and time)* work better for you?

I DON'T HAVE MY CALENDAR:

Hey no problem, but here's the thing, I have to turn in something to my manager to show him/her what I got booked up so far. So is there ANY time you can think of, off the top of your head, that you think would work, that way I can just pencil you in and leave you with my cell phone number in case you need to reschedule?

BAD DAY/TIME:

Okay, is that a bad DAY or a bad TIME? *(let them answer)*. What is normally better for you, morning, afternoon, or evenings? So would *(give different date and time)* work better?

I'M HEADING OUT OF TOWN:

Oh that's great where are you going? That's awesome, can I come?! *(pause for effect)*, I'm just kidding. Well, it would really mean a lot to me if you could squeeze me in for a quick few minutes before you leave? If not, what day do you get back? I'm sure you like to plan your schedule. Would you be free on _____ *(day)* _____ in the morning or would the evening be better?

COULD YOU CALL ME BACK LATER AND WE WILL SET A TIME

I can definitely call you back, the only thing is I really need another 2 appointments for this week to stay on pace for my scholarship so if you could set something up now, it would mean so much to me. It's a really quick presentation. I promise I'll be in and out before you even know it! So how's _____ or would _____ be better for you?

VOICEMAIL:

Hey Mrs. _____ this is _____, I'm not sure if my name rings a bell but I'm good friends with Mrs. _____ and she was helping me out with something I'm doing for school and told me to give you a quick call. She said you'd be the best person for me to talk to. I just had a quick question. So if you can give me a call back at XXX-XXX-XXXX: Thank you!

Contacting Friends to Get Their Parent's Number

"Hey _____! I hope you've been doing well. I have a really quick question but it's too long to type. Can I have your number and give you a call?"

Call

Hey _____, I need a quick favor. I'm calling all of my friends right now to get their help. I started this new job and I'm in a huge contest to earn a scholarship.

All I have to do is give a quick presentation for people and get their opinion on something.

It's pretty easy to do, but I have to see people that are over 30 and own a home. I was thinking your parents fit that description. I have to actually call them and ask them personally about it. Even if they're too busy to do it, that's fine. It helps me just to call them and ask them about it.

So who's easier to talk to, your mom or your dad? Cool, let me get her/his number real quick. It would really help me out. I've got a pen so I can write it down real quick. Thanks a lot! I appreciate your help.

Text or Social Media Direct Message Ask

Hey! I just got a new job, and for training, I need to do some practice appointments so I can get some experience. I want to reach out to your mom and see if she'll let me practice with her. Whats her number?