

NAME: \_\_\_\_\_

REP NUMBER: \_\_\_\_\_

TRAINING COORDINATOR: \_\_\_\_\_

OFFICE NUMBER: \_\_\_\_\_



## ***DEMO MANUAL***

### **Advanced Training**

AT 1: Date \_\_\_\_\_ Time \_\_\_\_\_

AT 2: Date \_\_\_\_\_ Time \_\_\_\_\_

### **Weekly Team Meeting**

Day \_\_\_\_\_ Time \_\_\_\_\_

**Manager Phone Number:** \_\_\_\_\_

**Vector Field Service: 716-373-6146**

**Cutco Customer Service: 1-800-828-0448**

**www.Vectorconnect.com**

(create a username and password)

Order Entry

Commissions

Customer Database

Learning Library

CreatingSuccessStories.org - - > MIT LOG IN

Demo Links:

YourCutcoDemo.com - - - > Virtual prospectus



Vector.Marketing.Corp



@VectorMarketing



@VectorMarketing



@VectorMarketing



The Vector Impact



# TIPS FOR YOUR DEMO

## 1. Follow the Manual.

## 2. Cut a lot of Food!

## 3. Have Fun!

- Be **courteous**: don't walk on lawn / shoes off / knock, don't ring
- Best place for demos is the **kitchen**: Cooking environment / Junk knives handy / 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 rope / leather**. You cut **penny**!
- It's okay to bring food to the demo as well as asking your customer for food.
  - **Soft foods**: tomatoes or grapes
  - **Small fruits**: apples or oranges
  - **Veggies to peel** (with peeler): carrots / cucumbers
  - **Bread** or bagel
  - **Pineapple!** (For your best prospects)

CHARGE LAPTOP BEFORE DEMO - Bring phone charger for app in case.

Keep your sample kit closed and pull out items as demo progresses.

If customer asks for **prices** during your demo, tell them it's a **surprise** and you'll get to it!

Always use **your** cutting board and clean up in the sink before you leave.

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### Showing Cutco Owners: MyCutcoDemo.com

It's great practice! Follow Manual Many customers forget the important details!

Ask for a **customer testimonial** for blue book.

Test their Cutco on rope and leather to determine if sharpening is needed.

(Guarantee page explains re-furbishing instructions)

**Explain the UPGRADE PROGRAM - AND GIFTING OPTIONS**

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### Virtual Demo Specific

- ☐ Send confirmation email ASAP
- ☐ Send reminder text the morning of the demo
- ☐ Send the website link 5 min before the demo starts
- ☐ Smile, be patient if there's technical issues (re-send link)
- ☐ Confirm every 1-2 slides that they are on the same page:  
"Hey, what slide are you on? or Do you see the..."
- ☐ Follow manual word for word.
- ☐ Follow the cues for when to click → → →

#### Virtual Demo Click Cues



= Hit Space Bar



= Click Play Button in middle of video



= Click outside Box to Advance

## **BUILDING RAPPORT / SOCIAL ETIQUETTE:** (Recommended 10 minutes)

### **Find something to compliment / Get to know them / Ask a lot of questions!**

Get to know them or catch up / Ask a lot of questions before getting started / Use background queues

How has your day been?

How is your family?

What do you do for a living? What is your favorite thing about being a \_\_\_\_ ?

Any plans for the summer?



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

### **Personal Story** (Open your power point slide ABOUT ME SECTION) | *or BLUE BOOK*

**Let me tell you a little bit about me...(School / Major, Hobbies, Family, Dream Job)**

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### **Tie Into Goals: (Show: *YourCutcoDemo.com*)** | *FLIP PAGE IN BLUE BOOK*

Mrs. \_\_\_\_\_, do you mind if I share some of my goals with you?

Well... As you can imagine, a lot of my friends are just laying around watching Netflix right now, but I'm using this as an opportunity to build my resume and gain some new skills, so I really appreciate you seeing my demo.

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

I just started my Fast Start Contest. I have 10 days to... (share your goal!) \_\_\_\_\_

Through Cutco, I can earn a President's Club letter, which will look great on my resume.

(FT students): I also have a chance to win an All-American Scholarship to help with school... (Optional: Explain program)

Mrs. \_\_\_\_\_, since I just started, I'm going to read from my manual. Is that okay?

## **Transition to Demo**

CUTCO IS AWESOME! You can buy sets or pieces and we have tons of accessories and gifts. We also have interest-free monthly investment options so you don't have to pay for it all at once. Just so I know, do you cook because you have to, like to, or love to? Great! You're going to LOVE Cutco!

## **Introduction**

Before we begin, we're going to need your **favorite** serrated edge knife, straight edge knife, and a steak knife. We'll also need a shiny **PENNY** as well as **FOOD** to cut up and snack on! (*Take out the food you brought*)

Today, I'll tell you why Cutco is the **top selling American made brand in the US**, then we'll **take a look** at our product line, and then **review prices and specials** at the end.

\_\_\_\_\_, I only work through referrals, so I hope you like me and Cutco enough to tell some friends about me!

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### **Let me tell you a little bit about the company...**

Since 1949, all Cutco knives have been made in the **United States** in our factory in **Olean, New York**.

We sell over \$200 million worth of Cutco annually and have over 16 million customers!

It's one of the only products you can **buy once, use every day, and never have to replace!**

Cutco is a proud producer of many **KA-BAR®** Knives, used by both military and law enforcement agents.

Cutco is involved with many local and national charities.

### **To start off, I'd like to show you a product that demonstrates the quality of Cutco...**

**Super Shears:** Everyone loves our shears!

*If in person: CUT PENNY/SEPARATE SHEARS/HAND OVER OR PLAY VIDEO*

The high-carbon stainless steel makes them good for everything in the kitchen as well as indoor and outdoor projects. They are dishwasher safe and come apart for easy cleaning.

*(CUT PENNY AND HAND SHEARS TO THE CUSTOMER)*

### **Let me show you where we got the idea for Cutco...**

 *FLIP PAGE IN BLUE BOOK*

## Disadvantages of Common Knives

Mrs. \_\_\_\_\_, most people have the world's most expensive set of knives! (*Point to junk knife drawer*)

The average knife set is designed to last 2 years, so most households waste a ton of money replacing cheap knives over and over. You probably know this better than I do, but cheap knives have a lot of problems...

There are two types of handles...

**WOOD Handles** are attractive when new, but they are extremely unsanitary! (*Gross Face!!!*)

- They **absorb liquids, bacteria, grease, and germs and retain odors.**
- In several states, restaurants don't use wooden handles because of sanitation concerns.

**PLASTIC Handles** are usually cheaply constructed, so they melt, chip, crack, and break.

- They are slippery when wet, which is extremely dangerous while you're cutting. (*Concerned Face! Unsafe!*)

### **Common Knives are Constructed Very Poorly...**

Most knives have a **PARTIAL TANG** with **less steel**, making them weak and unbalanced so they **break easily**.

Most **RIVETS** are made of **BRASS**, which expands, contracts, and loosens, creating **unsanitary** gaps.

There are two types of steel...

**CARBON Steel** is strong but it rusts and corrodes which is unattractive and unsanitary.

**STAINLESS Steel** looks good but it's a soft metal so it won't stay sharp and is difficult to sharpen.

Have some of your knives gone dull over the years Mrs. \_\_\_\_\_?

There are two types of edges...

**SERRATED EDGES** rip and tear your food and cannot be re-sharpened.

**STRAIGHT EDGES** make a smooth cut but they have to be sharpened to remain effective.

The hard cutting surface dulls a knife, not the food. Both of these edges directly contact the cutting board, dulling them quickly. A dull knife is more dangerous than a sharp one because you have to push harder.

#### Complaints of Low Quality Knives:

Cost a lot of money over time...

Avg. Junk Knife:	\$15
Avg. 8 knives in a set:	\$120 for junk drawer
Replaced every 2 yrs for 40 yrs:	20 Replacements

**= \$2,400 on Junk Knives Unsanitary, unsafe,  
and un-enjoyable!**

#### Complaints of common High Quality knives:

- Need to Sharpen regularly
- Hand wash—Not dishwasher safe
- Replace every 7-10 years
- No Guarantee
- NOT made in the USA

Let me show you how Cutco has solved all of these problems...

Now there are 5 features that make Cutco the  
World's Finest Set of Cutlery! (*Polish and present the petite carver*)

How does that feel in your hand?

**1** The **first feature** is our **UNIVERSAL WEDGELOCK HANDLE**, which fits **any size hand**...

- The **universal design** locks your hand into place, increasing **control and safety**, while reducing fatigue.
- This makes Cutco more expensive, but it's worth it because it's comfortable and safe.

**2** The **second feature** is our **THERMO-RESIN HANDLE**, which will never chip or crack.


- It's an expensive material to use, but it's worth it because it's dishwasher safe and sanitary.

**3** The **third feature** is our **FULL TANG CONSTRUCTION**.

- Using the extra steel is more expensive but it's worth it because it creates strength and balance.
- The **THREE NICKEL-SILVER RIVETS** are flush with the handle, making it strong and sanitary.

**4** The **fourth feature** is our very high grade **STEEL**.

- This steel is expensive to use but it's worth it because it has the "best of both worlds".
- It has High-Carbon for edge-retention and it's stainless for beauty, making it sanitary and sharp.

**5**  The **fifth feature** is our **most famous! It's our exclusive "Stay-Sharp" DOUBLE-D® EDGE**

**Let's compare how the different types of edges work...** (*Take out cutting board and rope*)

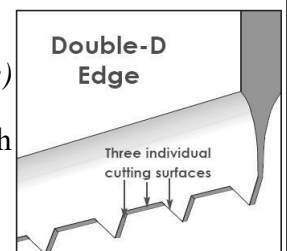


- We cut rope because it's tough like vegetables and meats, but it will not hurt your knife's edge.
- And remember, Cutco is sharp, so be careful!

(*Hold rope with both hands. Start with back of blade. Pull one, long stroke. Then go back and forth*)

- |                                    |                                    |  |
|------------------------------------|------------------------------------|--|
| <b>1. Customer's straight edge</b> | <b>2. Customer's serrated edge</b> | <b>3. Cutco Petite Carver (black handle)</b> |
| (see how it is a smooth cut)       | (See how it cut like a saw)        | (Awesome! see the smooth cut?!)              |

- Unlike a serrated edge, Cutco's Double-D® edge has three straight edges that **smoothly** cut forward, backward, and straight down. (*show customer picture of edge*)
- The points protect the recessed edges from dulling on the cutting board, keeping each knife sharp for **up to 10 years**, and they can still be **re-sharpened!**
- While most of our knives have the Double-D® edge for cutting back and forth, some Cutco knives have straight edges for chopping, dicing, and precision cutting.
- This unique edge uses expensive technology but it's well worth it!



# Forever Guarantee

The best thing about Cutco is how the video mentioned, the FOREVER GUARANTEE

- Cutco is one of the only products that you can buy once, use every day, and never have to replace.
- The product is your proof of purchase and you can pass it down generation to generation.

1. **Forever Performance:** If anything ever goes wrong with your CUTCO, just send it back to the factory and the company will fix or replace it for free. You'll never have to pay to replace your knives ever again.

2. **Forever Sharpness:** Whenever your CUTCO needs sharpening, just send it back and it will be sharpened and polished for free. All you pay for is the shipping.

### 3. **Unconventional Use**

If you (or your spouse!) ever happen to destroy your Cutco through unconventional use, you can get it replaced for half price.

### 4. **Unconditional Return Policy**

We have a **15-Day** risk free, money-back guarantee. If you're not satisfied for any reason at all, you can get a full refund!

*(15 days starts when product is received)*

Cutco is such a great investment because you'll never have to buy another set ever again.

And you can't beat American Made **and** Forever Guaranteed!

*[OPEN THE FIRST GOOGLE SLIDES ON [YourCutcoDemo.com](http://YourCutcoDemo.com)] "Homemaker Set Pieces" |*

*BLUE BOOK HOMEMAKER PIECES PAGE*

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## **Cutco Factory Sharpening / Repair**

- Cutco.com → "sharpening" at top of page. Follow **simple directions** and mail Cutco to Olean
- Sharpening service is **FREE** on all Cutco items.
- customers only pay for shipping to send knives to Cutco!

Mrs. \_\_\_\_\_, you can buy individual pieces, but 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 and efficiency**.

We have two larger set options for customers who **love** to cook, called the **Ultimate and Signature**.

But, I'm going to start with the pieces 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")** (play video)

Cutco's "**Air Knife**" - has a long handle, making **peeling and paring** comfortable. You'll use this for small jobs in the air, like apples, strawberries and bananas...

but rarely on the cutting board, that's why you have **your**...

### **Trimmer** (play video) | **live CUTCO TOMATO & then try a seedless grape!**

This is your "Small Utility Knife" for small fruits and veggies. You'll see how smooth this is. You'll never smash a tomato ever again! It's also great for cucumbers, oranges, lemons, and limes and awesome for slicing raw chicken into strips. **(have customer cut tomato)**

Mine has a pearl handle. Which color do you like better?

Everyone loves the versatility of the Trimmer, but it's never used for spreading or serving, that's why you have your..

### **Spatula Spreader** (play video)

The wide, flexible DD edge allows you to cut, spread, and serve sandwiches, bagels, lasagna, and cake!

But you'll never use it on meat or large vegetables, that's why you have your...

### **Petite Carver (6 3/4")** (play video) | **DROP ORANGE | CUT PINEAPPLE**

This "Large utility knife" is your everyday meat knife for chicken and small roasts. It's also for large summer fruits and tough vegetables. Do you happen to have a pineapple or an Orange?

### **Turning Fork**

The three sharp tines make it easy to turn meats and veggies and get things out of jars.

None of the pieces so far are used for larger foods, that's why you have your...

### **Butcher Knife** (play video)

This "Heavy Duty" knife disjoints large meats and is great for melons and squash. It protects your other knives! But it's not a chopping knife, that's why you have your...

### **Petite Chef (7 5/8")** (play video)

The high knuckle clearance makes it comfortable and safer for dicing, mincing, and chopping. This "Delicate Chopper" is great for the 6 S's—soup, salad, stir fry, stew, stuffing, and salsa! Chef knives are for chopping, not slicing; that's why you have your...



### **Slicer (9 3/4")** (play video)

It's the best bread knife in the world, and the long DD edge makes it great for cutting cakes, shredding lettuce, and slicing boneless meats. But it's not for anything with a bone; that is why we have your...

### **Master Carving Set** (play video)

It's like your "**Spare Tire**". You won't use it every day, but you'll be glad you have it! Do you ever BBQ or host family dinners? You'll need it for BBQ, big roasts, and family occasions. Both forks are important; the turning fork picks food up while the carving fork holds meats down.

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

### **TABLE KNIVES** (play video) (hand knife to customer)

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, but with the Double-D<sup>®</sup> edge, it cuts like a steak knife!

We recommend **two Table Knives per family member** so you don't have to wash them after every meal.

Let's test our table knife on some tough leather...

1. **Customer Steak Knife** (*Earthquake effect!*)
2. **Cutco Table Knife** (*Get Excited!*)
3. **Stack leather in strips and press straight down**

For customers who like the feel of a large **STEAK KNIFE**, our two larger sets come with that option.

*(Steak Knife is the size of the trimmer but with a thicker blade and rounded tip)*

### **STORAGE OPTIONS** (turn page/next slide)

Mrs. \_\_\_\_\_, it would be dangerous to have really sharp knives floating in a drawer.

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.

### **CUTTING BOARD**

Our sets come with a **free cutting board**. It's important to use a soft plastic cutting board. Glass, granite, and marble cutting boards are too hard and will dull your knives.

### **KITCHEN TOOLS / ENTERTAINER PACK**

To complement your Homemaker Set, we have incredible **KITCHEN TOOLS** and **GADGETS**.

This 5-piece **dishwasher safe Kitchen Tool Set** replaces a drawer full of old kitchen tools.

Our 4-piece **Entertainer Pack** has **comfort-grip** handles and is, of course, **forever guaranteed**.

## Summary

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, and sanitary.
- Cutco is guaranteed to last forever so it would be the last set of knives you'd ever buy.
- And **Cutco saves a lot of money!** Most customers who buy Cutco eat out less...
- If that saves \$60 a month, it's \$720 saved this year—**Over 25 years you'll save \$18,000!**

There are several reasons why so many customers choose sets:

- Cutco **sets** have the right **tool** for the right **job**.
- Cutco **sets** have a **built-in discount** so it's **CHEAPER**.
- **Sets** come with a **FREE cutting board** and other **FREE STUFF**.
- **Sets** are much **SAFER** because they come in a **block or tray**.
- And we have **interest-free monthly investment options** so you don't have to pay for it all at once!

## SELECTING THE BEST OPTION

When it comes to **high-quality cutlery**, it's like anything else. There's a wide variety of quality and prices. Cutco is top rated so we only compare to the highest quality brands...

*(TURN TO WUSTHOF/SHUN PRICE COMPARISON SHEET)*

I have a price comparison for our top competitors, Wusthof and Shun. Have you 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 \$3,500. 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 and the **warranty is on manufacturing defects only**.

In comparison, Cutco has our unique **wedge-lock handle**, exclusive **Double-D®** "stay-sharp" edge, and we have our **4-part Forever Guarantee** including our **Free Sharpening**.

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 \$4,000 for a set of Cutco.

 *(Flip page back in blue book/next slide)*

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

**I** 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 \$4,000. In fact, it doesn't even cost as much as Wusthof price of \$2,000.

The Homemaker+8 Set is only \$**1,550** paid in full, which includes shipping. But *most of our customers* take advantage of our **5-month, interest-free easy pay option** which is only **310** today and includes tax.

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**BUY NOW BONUS:** We have a bonus where, if you buy now, I can give you a matching **Kitchen Tool Set, 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 your  
**FREE SUPER SHEARS OR KITCHEN TOOLS?**  
*(Be completely quiet and wait for answer... smile)*

**If Yes: Awesome, as we get that ordered, I did want to mention we have two larger sets for those who like to entertain and ALSO has a slot in the block for their super shears too!**

**If No: No problem! ☺** If you don't mind me asking, what is it about the Homemaker you're unsure of?

Totally understand, to get credit for my demo is it okay if I call my manager?

*Manager #*

Hey! I am here in my demo and it is going great :) We just went over the Homemaker+8

Mr/Mrs. \_\_\_\_\_ really liked it but she is still a little bit unsure because of (Objection they used) . . .

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**BASIC HOMEMAKER WITHOUT TABLE KNIVES IS ONLY \$245/MO or \$1,225 in full**

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**Still No:** No problem! ☺ Let's go to the next set, which is our Galley + 6. It's one of our most popular options...

## **GALLEY SET**

Next is our **GALLEY SET**. 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, Spatula for sandwiches, a meat knife, a serving piece, a veggie chopper, and a bread knife. And it still comes with 6 Table Knives. It is a few less knives for a lot less money. Instead of paying \$1,550 for the Homemaker set...

**The Galley+6 set is only \$224 a month.**

### **BUY NOW BONUS:**

If you get this set today, I can still include the super shears or kitchen tools for FREE!

### **Ask for the Order:**

Is that something you'd like to get today?

**(Basic Galley w/out table knives: \$174/mo!)**

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

**If Unsure:** If it makes a difference, we can do something else for free instead! (BBQ Set / *(free items may be substituted for items of equal or lower value)*  
*(If customer is on the edge, feel free to call for a deal)*

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

**If still No:** No problem. We also have starter sets... So let me show you our final sets and we will almost be done with the demo. :)

## **DROPPING DOWN - STARTER SETS**

**Step 1:** These are the starter sets... (*Turn page in Blue Book to Show Starter Sets*)

Great for building up over time and gifts for family and friends

**Explain Each Set:** Essentials + 5 and Studio + 4  
Space Saver, All Knife, Kitchenette  
Gourmet Set

**Step 2:** Out of these starter sets, which combination do you like the best?  
*Present price of favorite starter set only...*

**Step 3:** That set is only \_\_\_\_ per month for 5 months (which includes tax)  
*(Write down prices in notebook or "wish list")*

<u>SET</u>	<u>5-MONTH PLAN (Most Popular)</u>	<u>IN FULL</u>	<u>(per week)</u>
ESSENTIALS + 5	\$176		
BASIC ESSENTIALS	\$130		
STUDIO + 4	\$140		
BASIC STUDIO	\$105		
SPACE SAVER	\$144		
ALL KNIFE	\$122		
KITCHENETTE	\$103		
GOURMET	\$197		

**Step 4:** BUY NOW BONUS & Ask for the Order...

If you get this set today, you can still have the \_\_\_\_\_ for free!  
Is that something you'd be interested in getting today?

*(May substitute free item for item of equal value. Can always call manager for help or a deal.)*

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

**If no / unsure:** No problem, you can customize your own set. And even with a custom set you can break it up over a few months. Let me show you how it works...

### **Easy-Pay Options**

2-Months: \$70 minimum order  
3-Months: \$200 minimum order  
5-Months: \$400 minimum order



## FINAL SPECIALS

Mrs. \_\_\_\_\_, you can customize your own set and I can still get you something for free...

This is our "South Texas Inspired Set" that we custom made.

- It comes with bare minimum necessities, with a massive discount. It comes with:
- Chopping Knife - Petite Chef Knife
- Meat Knife or like we like to say the "*Fajita Knife*" - Petite Carver
- Sticky Starchy Foods Knife - *Knife with the holes so nothing sticks* - Santoku Cheese Knife
- Utility Knife - Trimmer
- *All small things for the air* - Pairing Knife
  - This set is usually \$600+ but with the managers discount we are able to get new customers get started with Cutco. With all discounts applied it comes out to ONLY \$90.20/month!
  - That is over a 20% discount and on top of that FREE SHIPPING and also a FREE Tray!
  - So Mrs. \_\_\_\_\_ I wouldn't be doing my job if I did not ask, would you want to give it a shot for only \$90.20 today and you can try it out for a whole month risk free, and still get your free cutting board & tray!? (*Smile and wait for an answer*)

IF NO: No problem, let me show you our last two specials.

Special #2: This special is really popular which is your Buy 3 Get 1 Free!

- Out of those 5, which ONE knife could you live *without*?"
- OK... give me one minute to calculate that new price...
- Ok Mrs. \_\_\_\_\_ For the (individually name the 4 knives) that's only \_\_\_\_\_ in full or \_\_\_\_\_ for \_\_\_\_\_ payments.
- Does that sound better for you?

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

- Mrs. \_\_\_\_\_, as long as you get at least something today my office will allow me to throw in free stuff when you upgrade later.
- It's called reserving the Buy-Now Bonus.
- And of course, you'd still be helping me toward my goals.
- Let's see how much your favorite piece would be... which is your #1 favorite piece of Cutco?
- That is only \$\_\_\_\_\_ which is only \_\_\_\_\_ per month on a 2-pay plan which breaks down to only \_\_\_\_\_/day.
- You can try it out for 2 weeks & if you like it, keep it and if not just return for a full refund, but I'm sure you'll love it.
- Would you like to get that piece today?

*\*You can put any order over \$70 retail price on a 2-pay. Recommend a DD edge to start with.*

If Yes:

- **Awesome! You'll love that piece.**
- **I want to show you the accessories just so you know what else is available to add in the future**
- **I'd hate for you to find out later that I didn't show you everything that was available and I missed something you would have loved.**

**IF NO :** No worries, as I mentioned I get paid regardless :) my biggest goal though is building my business and I just have one final page to read as I finish my demo.

**SUPER DEAL HOTLINE:** \_\_\_\_\_. Call for manager's specials!!!

## **FOR CUTCO OWNERS / "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 notebook write: Mrs. \_\_\_\_\_'s Wish List**

## **SET UPGRADES**

1. Review current Cutco tools and uses for each. Ask questions!
2. Show other set options, starting with the Ultimate Set.
3. Highlight missing pieces and promote uses and value of each. Cut Food!
4. Promote Table Knives: "In a perfect world, how many Table Knives would you want; 8, 10, or 12?"
5. Take out a piece of paper and price out all of the items.
6. Don't forget Block, Sharpener, and Cutting Boards.

### **Don't Forget Accessories and Gadgets!**

- Cookware (more details on next page)
- Flatware (more details on next page)
- Wellness Mats (more details on next page)
- Kitchen Gadgets
- Hunting / Fishing
- Gardening
- Utopian Coffee

*The more on your wish list, the better deals possible!*

### **Don't Forget About Gifts!**

- Wedding
- Anniversary
- Birthday
- Graduation
- Winter Holidays
- Mother's / Father's day
- Business Gifts (Logo engraving available)
- Utopian Coffee

## **PRESENT OFFER:**

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

*(Use bonus points system. Need a deal? Call manager!)*

*(Write down prices in notebook "wish list")*

**The total value of everything on your wish list is:**

**I can get that down to:**

**That's a savings of:**

**On a 5-pay investment plan, that's only:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### **If first deal doesn't work, DROP DOWN**

*Which few pieces aren't as necessary? (Make a new deal with remaining pieces)*



**Flatware***“Forever Flatware”*

Cutco also makes high-quality flatware. It's American Made, has The Forever Guarantee, and it's used EVERY DAY which makes it a great investment.

We also have great package deals, so if you're looking for the best savings, I can show you what that looks like for the \_\_\_\_\_ and the flatware.

Cutco's Forever Flatware is made of 18/10 high quality stainless steel, so it won't tarnish. 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. 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.

Normally, the Forever Flatware is \$2,172 , but today it's only \$1,575 , which is only \$344 per month. Would you like to try out our Forever Flatware today? (*Listed price in guide discounted*)

**Buy Now Bonus:** We have a bonus where if you get the Forever Flatware today, you can also get a matching 6-Pc. Stainless Accessory Set for FREE!

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**Cookware***Low-moisture Cookware*

Cutco also makes really good quality cookware. It's American Made, has The Forever Guarantee, and it's the healthiest cookware you can use which makes it a great investment in your family's health.

We also have great package deals, so if you're looking for the best savings, I can show you what that looks like for the \_\_\_\_\_ and the cookware.

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 poor-quality nonstick coating, so you don't have to worry about chipping and 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.

If you were to choose a set of cookware, would you do the Complete, Family, or Basic?

Normally, that set is \_\_\_\_\_, but today it's \_\_\_\_\_, which is only \_\_\_\_\_ per month. Would you like to try out our low-moisture cookware today?

**Buy Now Bonus:** We have a bonus where if you get the low-moisture cookware today, you can also get a matching 5-Pc. Kitchen Tool Set for FREE!

## **Steak Knives**

*(Great for buy 3, get 1 free deals! Buy 6, get 2 or Buy 9, get 3)*

I have to show you our new restaurant style steak knives! Cutco made them because a lot of customers preferred a steak-knife with a bigger handle, wider blade, and a steakhouse feel. They are basically just like the Trimmer so it's like having a ton of utility knives. People usually grab them for all the small jobs on the cutting board.

**Upgrade Close:** If you upgrade your set to Steak Knives, I can give you \_\_\_\_ more worth of free gifts!

\* If you can't decide, we can just do the "Arnold Palmer" set and just do half and half

\* Call Manager for Deals and First Weekend Steak Knife Specials

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## **Entertainer Pack**

The Entertainer pack includes our 3 most customer recommended gadgets as well as our most sought after knife, the cheese knife. They are incredibly comfortable, so easy to use, and if your hands are wet, the grip is even better. The comfort-grip handles never crack or peel. They are completely dishwasher safe just like everything else Cutco makes.

**Veggie Peeler:** It uses the same steel as the knives and it peels in both directions. It's tough enough for eggplants and butternut squash. You'll never be able to use another peeler after trying this one!

**Pizza Cutter:** It's more like a pressure cutter, meaning it's not sharp to the touch so kids don't reach into drawers and cut themselves. But as soon as you apply pressure, it will go right through. It's great for quesadillas, pancakes, and playdough! The blade pops out so you can clean it or throw it in the dishwasher (Show picture).

**Ice Cream Scoop:** It melts the ice cream for you with no harmful chemicals inside. It's also great for coring out your pumpkins, acorn, and butternut squash. You can't bend it and it's angled so it doesn't drip on the counter. Best part is the little foot it has on the handle so the scoop never touches the counter after scooping.

**Cheese Knife:** It's the best tomato, potato, and cheese knife, but it's also great for cucumbers, apples, onions or anything that usually sticks to the blade when you slice it. The holes create air pockets so nothing sticks! It can cut straight down through hard or soft cheese and has a blunt tip for spreading.

\* The Entertainer Pack is only \$240. On the 3-month easy-pay plan, it's only \$89 more per month. Would you like to add the entertainer pack to your order?

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## **LEAD BINDERS**

**GET A BINDER / AND ADD CUSTOM LEAD BINDER PAGES TO THE BINDER. SUPER IMPORANT TO BRING YOUR TANGIBLE LEAD BINDER TO YOUR IN-PERSON DEMOS.**

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# 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.

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### **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*

## Hints On Getting More Recommendations

- Ideas for the customer: **Address book, cell phone, directory**
- **Thought joggers:** Friends, family, neighbors, co-workers, etc. **Lookers, not buyers!**
- **Who do you know who...?** Loves to cook, has a lot of kids, BBQ's, etc...
- **Have Fun / Make them laugh:** "Can you jot down your top 100-200 friends? Just kidding, 10-20 is perfect!"
- **Thank your Customer and ask for more!** "Thank you so much \_\_\_\_\_, you have no idea how much this helps me out! If you can give me \_\_\_\_ more, you'll become a (sponsor / double sponsor)!"
- **Virtual Demos!** Don't forget to ask for out of town recommendations!

## Handling Recommendations Concerns

### Can Only Think of a Few People

Thank you so much for thinking of those people. I'm trying to keep a full schedule so I can hit my goals (scholarship). Is there any way you can think of just a few more and become a **sponsor / double sponsor**?

### Don't Know Anyone... *(Customer is really saying "I don't know anyone who wants to buy")*

Mrs. \_\_\_\_\_, as I mentioned, I'm not looking for people who you think would buy, just nice people like you who wouldn't mind seeing me. Could you think of anyone who would be willing to help me out?

### Don't Like to Give Out People's Names

I don't blame you! If it were somebody else giving them a call besides me, I would be hesitant too. But I promise it will just be me so... **ASK AGAIN.**

### Leave the Sheet With Me to Fill Out / I'll email them to you later

*(Although most customers mean well, it is extremely unlikely that they will send you referrals later—not a priority.)*

That would be great, but that means I would have to call and bother you later! Since I'm going to be cleaning up for a few minutes anyway, could you jot down at least a few now and then I can follow up with you later for anyone else you can think of?

### Let Me Call Them First and Get Back to You

Of course! I wouldn't want to see them if they aren't interested. To make it easier, go ahead and jot down their names and numbers and I will follow up with you tomorrow and you can let me know who it's okay to call and who to cross off the list. **OR** Perfect! Could we call a couple of them now and see what they say before I leave?

### Last Resort...

Ask Again and Smile!

## Brainstorm List ON PAPER

*Make sure they are all on your Vector Impact App as well!*

Name	Phone	Name	Phone
1.		31.	
2.		32.	
3.		33.	
4.		34.	
5.		35.	
6.		36.	
7.		37.	
8.		38.	
9.		39.	
10.		40.	
11.		41.	
12.		42.	
13.		43.	
14.		44.	
15.		45.	
16.		46.	
17.		47.	
18.		48.	
19.		49.	
20.		50.	
21.		51.	
22.		52.	
23.		53.	
24.		54.	
25.		55.	
26.		56.	
27.		57.	
28.		58.	
29.		59.	
30.		60.	

## PHONE APPROACH

- Hi \_\_\_\_\_, this is \_\_\_\_\_. (*Visit for a while / catch-up*)
- 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 **ONLY** need to book up a few more appointments with married couples to hit my goal!
- So I wanted to know if I could stop by on (DAY) at (TIME) or would (TIME) be better for you two?

Once appointment is set - FIRM UP TO ELIMINATE RESCHEDULES:

- (*Repeat Day & Time*) - Great! Thanks a ton! This really means a lot.
- Do you have a pen & paper nearby? Got it, please add a note that I will be there \_\_\_\_\_ at \_\_\_\_\_ and a smiley face cause I will make you smile! :)
- Just to confirm, you can for sure have your husband / wife there as it is required for me to get credit on my demo.
- Thanks so much for helping me with this! I'm really looking forward to catching up. I know this doesn't mean a lot to you, but it means a ton to me.
- If something comes up and you have to reschedule, I won't get paid for that time slot.....So you are sure this works?
- Awesome thank you so much! See you on \_\_\_\_\_!

If virtual:

No problem.....as a matter of fact, part of my job is to learn Online marketing so I can do the appointment right over zoom. Would you have access to a computer where I can share my screen and do my appointment via zoom?

If No: No problem, well when things die down what I can do is give you a call then.

## POSSIBLE CUSTOMER QUESTIONS:

### 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?

(*If you're nervous, smile and say: It's really awesome knives! So what time is 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?

(*If you're nervous, smile and say: Great! Cutco rocks! So what time is better for you?*)

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

No problem, I'm really busy too, but 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?** So, how about \_\_\_\_\_ at \_\_\_\_\_ or would \_\_\_\_\_ at \_\_\_\_\_ be better?

(*If you're nervous, smile and say: No problem! Which day is the **least busy**?*)

### How Long Does It Take?

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

## Spanish Phone Approach

Hola (Customer Name), habla \_\_\_\_\_. Como estas? (Visit/ Catch up for a bit)

Bueno, la razon por la que estoy llamando es porque acabo de empezar un muy buen trabajo enseñando Cutco. Como parte de mi entrenamiento, me requieren empezar con citas iniciales de practica. No tienes que comprar nada, ya que me pagan solo por enseñarlo. Hago las presentaciones en linea, solo necesitarías estar enfrente de una laptop o computadora en casa.

Quiero hacer \_\_\_\_\_ (#) citas para el \_\_\_\_\_ (day) para llegar a mi meta. Entonces queria saber si podria hacer esta presentacion el \_\_\_\_\_ (Day) a las \_\_\_\_\_ (Time), o \_\_\_\_\_ (day) a las \_\_\_\_\_ (time) seria mejor para usted?

(Repeat day and time) – Perfecto! Muchas gracias! Realmente significa mucho para mi!

Tiene papel y pluma en mano? (suggest they write it down)

Su espos@ estara ahi tambien?

Muchas gracias por ayudarme con esto! Realmente estoy emocionado. Se que esto no significa mucho para usted, pero significa mucho para mi.

Si cualquier cosa pasa y tiene que cancelar, no me pagaran por esa hora... entonces esta seguro que esa hora funciona?

GRACIAS!!!

Te mandare el correo de confirmacion, me puedes dar tu correo electronico?

Perfecto! Te mandare el correo hoy en la noche, y te mandare un mensaje. Despues, te marcara exactamente a las \_\_\_\_ (Time) asi que porfavor no se olvide de mi!

### THE FIRST 4 DAYS OF MY FAST START

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
12:00	12:00	12:00	12:00
12:30	12:30	12:30	12:30
1:00	1:00	1:00	1:00
1:30	1:30	1:30	1:30
2:00	2:00	2:00	2:00
2:30	2:30	2:30	2:30
3:00	3:00	3:00	3:00
3:30	3:30	3:30	3:30
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
9:00	9:00	9:00	9:00
9:30	9:30	9:30	9:30
Goal:      Actual:	Goal:      Actual:	Goal:      Actual:	Goal:      Actual:



## THE REST OF MY FAST START

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
12:00	12:00	12:00	12:00
12:30	12:30	12:30	12:30
1:00	1:00	1:00	1:00
1:30	1:30	1:30	1:30
2:00	2:00	2:00	2:00
2:30	2:30	2:30	2:30
3:00	3:00	3:00	3:00
3:30	3:30	3:30	3:30
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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
9:00	9:00	9:00	9:00
9:30	9:30	9:30	9:30
Goal:      Actual:	Goal:      Actual:	Goal:      Actual:	Goal:      Actual:

**THE REST OF MY FAST START** *Finish Your Fast Start Strong! Turn in Prize Sheet. Get a planner!*

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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6:00	6:00	6:00	6:00
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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
9:00	9:00	9:00	9:00
9:30	9:30	9:30	9:30
Goal:      Actual:	Goal:      Actual:	Goal:      Actual:	Goal:      Actual:

## PHONING TIPS!

- Make calls from the **office** whenever possible: It's a great environment for maximum efficiency.
- Stay **organized**: Always have your planner with demo times available, your approach, and your contact list.
- **Smile** when you **Dial!** Be **enthusiastic!** It's not just what you say, but how you say it.
- Don't **sell** over the phone: The purpose is to schedule an appointment.
- Create **Urgency!** "Mrs. \_\_\_\_\_, I really need to complete \_\_\_\_ appointments by \_\_\_\_ to hit my goal..."
- Always offer a **choice of two times!**
- Set up **specific times**: Tentative appointments usually fall through.
- Try not to book appointments too far in advance: More likely to forget or reschedule if it's further out.

## ACQUAINTANCE APPROACH

(Friends' Parents / Parents' Friends / Directory / Don't know well)

### **Virtual Demos:**

Replace "stop by" with  
"call you" in each script.

Hi is this \_\_\_\_\_ (first name)? Hey \_\_\_\_\_ (first name), this is \_\_\_\_\_. I don't know if my name rings a bell, but I am (*Neighbor, Friends with, Son/Daughter of, a Member of, etc*). How are you?

Well, I'm calling because I was hoping you could do me a big favor. I just got this great new job working with Cutco and I get paid to do quick, fun product presentations. I am fairly new and I'm not quite ready to see people that I don't know. So right now I'm just practicing with people that I'm familiar with to gain more presentation skills.

(Name) \_\_\_\_\_, you don't have to get anything because I get paid to show you. The appointment is a lot of fun and won't take too much time. Plus, each appointment I do helps me build my resume and helps me pay for school. (*or save for* \_\_\_\_\_)

**I need to do \_\_\_\_\_ appointments by \_\_\_\_\_ (next 3 days) to hit my goal.** So I was hoping I could stop by \_\_\_\_\_ (day) at (time) \_\_\_\_\_ or would (time) \_\_\_\_\_, be better for you?

**Set a time → Thank them → Get their address (Virtual: email address) → Thank them Again**

And one more thing - could you grab a pen and paper? Could you jot down my name, again it's \_\_\_\_\_ (spell it). Now our appointment is \_\_\_\_\_ at \_\_\_\_\_ (time) correct? (Thank them again). I'm looking forward to seeing you at \_\_\_\_ (repeat time). This really helps me out!

### **Voicemail Message for Acquaintances:**

(Better results with voicemail vs text)

"Hi \_\_\_\_\_, you might not recognize my number but this is \_\_\_\_\_. I am (a friend of, son/daughter of, member of, neighbors with) \_\_\_\_\_. I have a quick question for you. Feel free to call me back or I can try back later. Thanks \_\_\_\_\_!"

**Text Message (after no answer):** Hi \_\_\_\_\_! This is \_\_\_\_\_. I am (*explain connection*). I have a quick question. Is there a better time to call back?

**"What's this about?":** I had a quick question in regard to a scholarship I'm trying to earn. Do you have a moment for a quick call?

## Handling Questions on the Phone

**Already Own It:** That's awesome! How long have you had it? Well, I get paid just for doing the presentation and it would be great if you could give me some pointers. Also, I can inspect your knives and help you send it back to get sharpened and polished for free. It would really help me out, so would \_\_\_\_\_ or would \_\_\_\_\_ be better for you?

**Busy:** No problem Mrs. Jones, so am I. That's why I'll be in and out before you know it. So could you *squeeze* me in real quick at \_\_\_\_\_ or would \_\_\_\_\_ be better?

Or... No problem Mrs. Jones. Is that a bad day or just a bad time?

**Call Me Tomorrow:** When's the best time to get a hold of you? So you'll be there at \_\_\_\_? I actually have an opening at that time that I really need to fill, how about I stop by real quick then?

**Call Me Next Week:** I can definitely do that Mrs. Jones, but I'm in a *Huge Contest* and I need to complete \_\_\_\_\_ presentations by \_\_\_\_\_. Is there any way you can *Squeeze* me in before then?

**Can't You Just Say You Were Here?** No, Mrs. Jones, I can't lie to my boss. Besides it's quick and fun and there's no obligation to buy because I get paid just to do it. It would really help me out, so would \_\_\_\_\_ or \_\_\_\_\_ be better for you?

**How Long Does It Take?** 45 minutes, but if after 15 minutes, you're not interested you can kick me out! So could you *squeeze* me in real quick at \_\_\_\_\_ or would \_\_\_\_\_ be better?

**I'm NOT Going To Buy:** No problem Mrs. Jones. It still helps me towards my goal just by listening. I'll be in and out before you know it. I need to get in one more by \_\_\_\_\_ so would \_\_\_\_\_ or would \_\_\_\_\_ be better for you?

**I'm NOT Interested:** No problem. You don't need to be interested. I get credit just for showing you. I promise I'll be in and out before you know it and you'd be helping me out big time with my contest and scholarship chances. So could you *squeeze* me in real fast on \_\_\_\_\_ at \_\_\_\_\_ or would \_\_\_\_\_ be better?

**Seen The Demo 100 Times!** That's great! So you could probably do it better than me! All I have to do is stop by real quick and cut the rope, leather, and penny, and you can give me some pointers. *It would really help me out with my contest and scholarship chance.* So would \_\_\_\_\_ or \_\_\_\_\_ be better?

**What Are You Selling?** What I'm *showing* is called Cutco, it's a great set of kitchen knives and gadgets. I know you probably have tons of knives but I get paid just to show it and it really helps me towards my goals. So could I stop by real quick at \_\_\_\_\_ or would \_\_\_\_\_ be better for you?

**Last Resort:** We do have a program where I can do a virtual demo over the phone and walk you through the website. I don't have to come over and it still helps me out. Would that be okay?

## The Phrase That Pays...

"Mrs. Jones. I know you're probably really busy but I need to do \_\_\_\_\_ appointments by \_\_\_\_\_ in order to hit my goal. Is there any way you can *squeeze* me in on \_\_\_\_\_ or is \_\_\_\_\_ better for you?"

## Referral Phone Approach

Hi is this \_\_\_\_\_ (first name)? Hey \_\_\_\_\_, this is \_\_\_\_\_. I'm not sure you know me personally, but I was talking to \_\_\_\_\_ (friend, relative) the other day and she brought your name up. Did she tell you I would be calling?

**If no: Oh no, I'm sorry** I must have beat her to it! Do you have a quick second?

Well, \_\_\_\_\_ and I were talking and your name came up because she said you'd be **nice enough** to help me out. I'm a student at \_\_\_\_\_, studying \_\_\_\_\_. Right now I'm working with a company to gain some business and communication skills and build my resume. I also have a shot at winning a scholarship for school!

My assignment is to show a product called Cutco to people I have been personally recommended to and get your opinion on it and also on me. Have you heard of Cutco before? (Respond with; **No problem or Great!**)

*(Virtual demo: Plus, since I'm learning about online marketing, I can do the presentation right over the phone, you just need to be in-front of a laptop or computer at home.)*

You definitely don't have to get anything because I get paid just to show it. In order to stay on track for my goal (**scholarship**) I need to do \_\_\_\_\_ appointments before \_\_\_\_\_. So I was hoping I could stop by on \_\_\_\_\_ (day) at (time) \_\_\_\_\_ or would (time) \_\_\_\_\_ be better for you?

**Set a time → Thank them → Get their address** (Virtual: email address) **→ Thank them Again** (So I don't get lost and wander around your neighborhood, can I have your **address and easy directions**?)

\_\_\_\_\_ (name), could you grab a pen and paper? (Ask them to write down)

Again, my name is \_\_\_\_\_ (spell it)

Our appointment is on \_\_\_\_\_ at \_\_\_\_\_ (time) correct?

And if you could please draw a huge smiley face so you know what I'll look like when I get there!

Just so you know, I have appointments back-to-back and I'm working really hard to hit my goal (**win a scholarship**), so are you **sure** that time works?

Thank you so much, this helps a ton! I'm really looking forward to our appointment on \_\_\_\_\_ at \_\_\_\_\_.  

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### Common Objections and Responses:

**Busy:** No problem \_\_\_\_\_, that's why I'll be in and out before you know it! Do you think you'd be nice enough to **squeeze** me in at either \_\_\_\_\_ or \_\_\_\_\_?

**Get back to me in a week:** I can definitely do that Mrs. Jones but I am in this **huge contest** and I need to complete \_\_\_\_\_ appointment by \_\_\_\_\_. Is there any way you can squeeze me in before then?

**Not interested or not going to buy:** That's great! You don't need to be interested. I get credit just for showing you real quick. You would be helping me out big time big time with my goal! Could you squeeze me in on \_\_\_\_\_ or would \_\_\_\_\_ be better?

**Seen the demo 100 times:** That's great! You could probably do it better than me! All I have to do is stop by and cut the rope, leather, and penny, and you can give me some pointers. It would really help me out! So would \_\_\_\_\_ or would \_\_\_\_\_ be better?

## **Voicemail Message Scripts**

“Hi \_\_\_\_\_, you might not recognize my number but my name is \_\_\_\_\_. I’m a friend of \_\_\_\_\_ and she said I should give you a call. Sorry for not getting a hold of you. It’s not a random number or solicitor, just me (haha)! Hope to hear back from you soon. Thanks \_\_\_\_\_!”

“Hey \_\_\_\_\_, this is \_\_\_\_\_. I’m friends with (first/last name). I saw her the other day because she was helping me out with something I’m doing to help with school and maybe earn a scholarship. She thought you might be nice enough to help me out too. If you could give me a call back that would be awesome. I can give you a try later on as well. Hope you have a great day \_\_\_\_\_!”

“Hi \_\_\_\_\_, this is \_\_\_\_\_, a friend of \_\_\_\_\_. I have a quick question. Give me a call back when you get a chance! Thanks!”

## **Text Message Scripts**

Hi \_\_\_\_\_! This is \_\_\_\_\_. Your (friend, neighbor), \_\_\_\_\_ said I should give you a call. Is there a better time to call back?

**“What’s this about?”:** I had a quick question in regard to a scholarship. Do you have time for a call?

### **Full Text – Last Resort – Acquaintances** *(For call-backs and hard to reach acquaintances)*

Hi \_\_\_\_\_, this is \_\_\_\_\_, (remind of relation). I've called a few times and haven't got in touch with you, so I thought I would shoot you a quick text. The reason I was calling is I have a job this summer/fall with Cutco. I’m definitely not just trying to sell you something (if you want to buy, great). But that’s not really the big reason. I wanted to try something different than what most HS/college kids do to build my resume and maybe earn a scholarship for college. I get credit to just sit down & show you the products. No obligation to buy, just watch & critique me if you like! I’m trying to complete \_\_\_\_\_ this week. So I was wondering if there was any way you could squeeze me into your busy schedule. It would mean a lot to me and if you can spare about 45 minutes, you can call me or I can send you my open times. Thanks so much!

### **Full Text – Last Resort – Referrals** *(Use if having trouble connecting with or scheduling a prospect)*

Hi \_\_\_\_\_. This is \_\_\_\_\_. I’m a friend of \_\_\_\_\_ and a student at \_\_\_\_\_. She/he thought you might be able to help me out. I'm not sure if he/she told you much about what I'm doing, but I'm basically doing quick presentations for Cutco to try and earn a scholarship for college and build my resume. You don't have to buy anything because I still get paid to just show it! And again, filling my schedule is the key. So I was wondering if you had some time to help me out. We can either set it up over text or you can call me, feel free to ask me any questions too. Let me know if you'd be able to help me towards my scholarship. Thanks in advance and have a great day!

## **Calling Friends to get Parents' Numbers**

### **Message for Phone Number**

"Hey \_\_\_\_\_! Hope all is well. (Okay to personalize) I have a really quick question but it's too long to type. Can I have your number and give you a call? ☺"

### **Call (or Text)**

Hey \_\_\_\_\_, I need you to do me a quick favor. I'm calling all of my friends right now.

I started this new job and I'm in this huge contest to earn a scholarship.

All I have to do is this really 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. Thanks a lot! Ok I gotta go, but I really appreciate it. This helps a ton!

### **Questions**

#### **"I'll Text You Their Number"**

No worries! I have a pen and paper in front of me so I can just write it down real quick.

#### **"Are You Selling Something?"**

Yes, but what's cool about it is that they don't have to buy anything so it's no pressure at all. Whether I actually sit down with them or I just talk to them over the phone for 60 seconds, it still helps. Don't worry, I promise I won't bother them. It's really fun actually. So can you help me out?

#### **"Let Me Ask Them First"**

That's okay. But, like I said, I'm really supposed to talk to them myself to compete for the scholarship. I wouldn't be doing this if I thought I was going to bug your parents. It won't take a lot of time, and I'm sure they won't be mad at you for helping your friend. So can you help me out?

#### **"They're Really Busy" or "I'm Not Sure They Would Want To"**

No big deal. Worse thing that could happen is they say "no" and then it still helps me towards the contest. It takes literally 60 seconds for me to talk to them on the phone, so it won't take up too much of their time. So can you help me out?

#### **"What's The Presentation About?"**

I'm just demonstrating some cool kitchen stuff. Like I said, it's really easy and they don't have to commit to seeing it or buying anything, I just have to call and ask them. If they say they're busy then no big deal. So can you help me out?

### **TIPS**

- Ask when the best time of day is to call their parents (makes phone time easier)
- Have friend give their parents a heads up to let them know you'll be calling

## PAY PROGRAM

<u>Sales Volume</u>	<u>Promotion Level</u>	<u>Cumulative Income</u>	<u>Average # of Demos</u>	<u>Fast Start Demos Per Day (10 days)</u>	<u>First Month Demos Per Day (5 days/wk)</u>
Sell 1,000	15%	\$100	7	1	-
Sell 3,000	20%	\$400	20	2	1
Sell 6,000	25%	\$1,000	40	4	2
Sell 10,000	30%	\$2,000	60*	6*	3
Sell 20,000	35% (30+5)	\$5,000	120	-	6
Sell 30,000	40% (30+10)	\$8,500	180	-	-
Sell 50,000	45% (30+15)	\$16,500	300		-
150,000+	50% (30+20)	Half Baby!	<u>*Averages</u>	<u>Improve With</u>	<u>Experience!!!</u>

### Bonus Levels

- Monthly quota in order to receive bonus level: 5k CPO = 10% / 6k CPO = 15% / 8k CPO = 20%
- Monthly bonus paid out first cycle of following month

## BASE PAY

- **Weekly Cycle:** Tuesday Morning—Monday @ Midnight
- **Base Pay Calculation:** \$\_\_\_\_\_ Base/Appt x Number of Qualified Appts completed for week
- **Qualified Appointment:** Over 30 / Working full time (or retired by choice) / No group demos
- **Qualified Presentation Report:** Must turn in completed **QPR** to receive base pay  
(*Company can't guess how many appointments you completed! Need Paperwork!*)

## Calculating Your Paycheck

- **Base or Commission:** Whichever is higher for the week — not both.
- **If Commissions are higher for the week:** No base pay from company
- **If Base Pay is higher:** Company contributes the **DIFFERENCE**  
 Example:      10 Appts for week x \$12 Base/Appt = \$120 guaranteed  
                      Commissions earned for week = \$90  
                      Company contribution = \$30  
                      Total Check = \$120
- **If your paycheck is ever incorrect or not what you expected, CALL YOUR MANAGER ASAP!**
- **Reasons for Incorrect Paycheck:** Problem Orders (not processing) or Forgetting to turn in QPR

**Loaner Sample Kit Rules and Regulations:** Your sample kit remains the property of Vector unless you purchase it. You may purchase your discounted kit for \$89 + tax: [www.vectorconnect.com](http://www.vectorconnect.com).

You must submit an order each week to remain an “active” representative. If you do not submit an order for any given week, you must bring your sample kit to the office and check it in with your manager. Once you have 3 qualified appointments lined up and verified, your manager may issue you another kit.

If you know you are going to be out of town or not working for a period of a week or more, simply drop off your kit at the office and pick it up when you return or begin working again.



## **How To Earn Your First \$2,000**

***AND HIT DIRTY THIRY – 30%***

**\$10,000 / 250 Average order = 40 sales**

**40 sales / 60% = 60-70 Demos**

***1 DEMO A DAY = 2 MONTHS***

***2 DEMOS A DAY = 5 WEEKS***

***3 DEMOS A DAY = 3 WEEKS***

***5 DEMOS A DAY = 2 WEEKS***

***6 DEMOS A DAY = FAST START CHAMPION!***

## **HOW MUCH WILL YOU EARN THIS CAMPAIGN???**

*(Based on 12 weeks. 250 Average order and 66% closing)*

### **5 DEMOS A WEEK** *Part Time around school or WEEKEND WARRIOR*

5 Demos x 12 weeks = **60 Demos** = **40 Sales** x 250 Average order = **10,000 CPO**      **\$2,000 income!!!**

### **10 DEMOS A WEEK**

10 Demos x 12 weeks = **120 Demos** = **80 Sales** x 250 Average order = **20,000 CPO**      **\$5,000 income!!!**

### **20 DEMOS A WEEK**

20 Demos x 12 weeks = **240 Demos** = **160 Sales** x 250 Average order = **40,000 CPO**      **\$12,500 income!!!**

## **Phoning Is The Answer**

*Consistent Phoning Throughout the Campaign = Massive CPO*

**HIT 10K MINIMUM FOR CAMPAIGN AND QUALIFY FOR REGIONAL “DIRTY 30” EVENT!**

**EVENTS: SUMMER CAMPAIGN @ CFC / FALL CAMPAIGN @ YEB**

### **10 Phone calls a day = 10k “PROSPECT”      \$2,000 income**

10 Calls x 5 days a week = 50 Phone Calls a week → 7 Demos = 1000 CPO

Guaranteed 10k for the campaign      \$2,000 income if starting from scratch!

5 calls morning / 5 calls night OR 5 Before & 5 After each demo (1 demo a day)

### **20 Phone calls a day = 20k “PRO”      \$5,000 income**

20 Calls x 5 days a week = 100 Phone Calls a week → 14 Demos = 2000 CPO

Guaranteed 20k for the campaign      \$5,000 income if starting from scratch!

10 calls morning / 10 calls night OR 5 Before & 5 After each demo (2 demos a day)

### **30 Phone calls a day = 30k “ALL STAR”      \$8,500 income**

30 Calls x 5 days a week = 150 Phone Calls a week → 21 Demos = 3000 CPO

Guaranteed 30k for the campaign      \$8,500 income if starting from scratch!

15 calls morning / 15 calls night OR 5 Before & 5 After each demo (3 demos a day)