

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

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

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

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



## *Virtual Training 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 -> TRAINING**

Virtual Demo Links:

YourCutcoDemo.com --> New Demos

MyCutcoDemo.com --> Cutco Owners



Vector.Marketing.Corp



@VectorMarketing



@VectorMarketing



@VectorMarketing



The Vector Impact



Revised 6/2021

# **TIPS FOR YOUR DEMO**

## **1. Follow Manual**

## **2. Show QUALIFIED customers**

## **3. Have Fun!**

Be **courteous**: don't over talk, and be patient as the customer gets on zoom and get camera on

Best place for demos is **QUIET PLACE**: Zoom engaged / Focused on you / No distractions

Best to show husband and wife **together** if possible.

Pennies made after 1983 are softer and easier to cut!

Customers should **watch all videos and you facilitate**. Have shears? You cut **penny!**

Always ask your customers to be in their home for the demo (not from Starbucks, etc.).

Best to see husbands and wives together, no husbands alone!

If customer asks for prices in the middle of your demo, say: "I don't want to give away the end of the movie, I'll go over all the prices at the end!" :-)

Smile, be patient if there are any technical issues

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## **BEST PRACTICES**

- \* Rep's who do demos at the office tend to do the best when new
- \* The Rep who talks to their manager the most tend to make the most!
- \* Following the manual is never skipped - it is the foundation
- \* Working AT THE OFFICE keeps a person more productive

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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 → → →

# **BUILDING RAPPORT / SOCIAL ETIQUETTE**

(Recommended 5-10 minutes)

*Get to know them or catch up / Ask a lot of questions before getting started!  
Make sure Zoom is set up and they can see you during this part*

- **Thank you so much for taking the time to see my presentation—it really means a lot...**
- **Let me tell you a little bit more about me... I am going to SHARE MY SCREEN so you can see a quick powerpoint slide I made to give you some visuals :) (*School / Major, Hobbies, Dream Job*)**  
**(ABOUT ME SLIDE)**
  - \_\_\_\_\_
  - \_\_\_\_\_
- **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 staying at home watching Netflix, but I'm using this as an opportunity to build my resume and gain some new skills & get ahead. So I really appreciate you seeing my demo. This helps me learn to communicate with adults, and build up my time management skills.**
- **I'm working with Cutco because... (*Skills / Experience*)**
  - (*SHARE SCREEN TO YourCutcoDemo.com*)
- **Mrs. Jones, can you see my screen? Awesome, so you see on the left all the various things I can attain from awards, and different things?**
- **Great! so through Cutco, I can earn a President's Club letter, which will look great on my resume.**
- **I also have a chance to win an All-American Scholarship to help with school. Many kids working like me have actually paid college full by simply working summers with Cutco which is neat!**

## **Transition to Demo**

- **Thank you so much for seeing my demo, like I said on the phone, you don't have to get anything... BUT :- ) if you do see something you like, you can get it today.**
- **Now Mrs. \_\_\_\_\_, since I am new, I am going to be reading from manual is that ok?**

- **Not only would you be getting a great product if you see something you like, you would be helping me out toward my goals!**
- **just started my Fast Start Contest. I have 10 days to do as many demos as I can, and can win some really cool prizes, so I am doing my best to keep my schedule booked.**

○ *Show thermometer ON CAMERA and talk about your goal of "how many demos you want to complete in 10 days"*

- **Now my main goal today is that you have some fun & like me enough to refer me to others at the end of the appointment because that is how I am able to keep working.**
- **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!**

*(IF AT OFFICE) or have super shears*

- **Now Mrs. \_\_\_\_\_ Let me show you the quality of Cutco - *(Pull out scissors)***
- **Everyone loves our shears - *(Cut Penny, take apart, put together)***
  - **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.**
- **So as you can see, the steel is even strong enough to cut a penny! Neat right!**

## PRODUCT VIDEO

- Now Mrs. \_\_\_\_\_ next I want to show you a short video that shows the quality of Cutco. After that, I'll show you the pieces in our basic set.
- A few things to know from this video:

- 1) These are all real customers. Some of them have had CUTCO for decades.
  - 2) Notice the Forever Guarantee. This is what makes us a top-selling brand in North America
- (START VIDEO)

## DURING THE VIDEO

- 2:05 - Isn't that guarantee amazing?
- 4:10 - Ever seen a drawer like that before? :-)
- 6:50 - Do you ever cut watermelon (especially in the summer)?
- When video finishes  
I'll start by showing you Cutco's basic set first... The Homemaker+8  
Mrs. \_\_\_\_\_ do you see the black and white set on the screen and those tomatoes on a cutting board?

- *(If at office show the laminated Guarantee Page)*
- Now before we get into the videos I did want to just remind from the video how awesome our guarantee is.
- What most customers love is that it is literally FOREVER
  - If anything ever happens to your knives over the decades from losing it's edge to getting damaged you simply send it in to Cutco and they will replace it.
  - Wear and Tear over the years, no problem, send it in and get a new one or polished/sharpened FOR FREE
  - Should your Cutco be damaged through unconventional use, we will replace it for half the current retail price send the product with an explanatory note to the factory or even can submit a request online and a new one your way!
  - We EVEN HAVE A MONEY BACK GUARANTEE. So many customers will split their orders into payments , which are interest free by the way, and with our money back guarantee If at any time within 15 days after receipt of your Cutco product you are not satisfied with your purchase for any reason, you may get a full refund of your purchase price by contacting Cutco Customer Service.

It is literally awesome! Cutco has the pledge to guarantee our customers with 100% satisfaction and we do that with our FOREVER GUARANTEE. All info on it is also at Cutco.com if you want to see it.

Mailing Address

- Cutco Customer Service
- 322 Houghton Avenue
- Olean, NY 14760-3152

## Names & Uses

**So to start let me show you the pieces in our most popular set which called the Homemaker...**

**- (SCROLL TO THE HOMEMAKER PIECES, GO TO FULL SCREEN, CLICK TO HOMEMAKER)**

- **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.**
- **That's why you have your... *(next slide)***
- **It's the best value for the average family and it starts with your...**

*SHARE SCREEN TO DO THE GOOGLE SLIDES FOR THE HOMEMAKER  
AND SO THAT THEY CAN SEE THE VIDEO FOR EACH KNIFE FULLY*

### **Paring Knife (2 3/4") - (Show paring knife video) -- PLAY THE VIDEO :)**

- **Cutco's "Air Knife" - has a long handle, makes peeling and paring comfortable.**
- 
- **(Peel apple or grape)**
  - **You'll use this for small jobs in the air like apples, strawberries and bananas, but rarely on the cutting board,**

## Trimmer - (Show trimmer) \$AVER (PLAY THE VIDEO FIRST)

Mrs. \_\_\_\_\_ have you ever squashed a tomato?

this is our trimmer, small utility knife many like to say. It saves you tons over the years by not wasting any tomato's, and helping you do the job the knife was intended to do. Saving from tomato scraps alone add's up! Could save you up to a hundred or more a year alone.

- It's also great for cucumbers, oranges, lemons, and limes and awesome for slicing raw chicken into strips.
- Which color do you like better, the black, white or red handles?
- Everyone loves the versatility of the Trimmer, but it's never used for spreading or serving, that's why you have your... (next slide)

## Spatula Spreader (PLAY VIDEO AND READ ONCE IT STARTED)

- The wide, flexible DD edge on this piece allows you to cut, spread, and serve sandwiches, bagels, lasagna, and cake!
- It's perfect for getting peanut butter and jelly out of a jar with super smooth spreading or getting brownies out of the pan...
- But you'll never use it on meat or large vegetables, that's why you have your... (next slide)

## Petite Carver (6 3/4") - (Show Petite Carver ON ZOOM) PLAY VIDEO

- This "Large Utility Knife" is your everyday meat knife for chicken and small roasts.
- It's also great for large summer fruits and tough vegetables.
- This knife is most commonly called the Fajita knife
- Works well with the Turning Fork

## Turning Fork

- Has three sharp tines make it easy to turn meats and veggies and get things out of jars.
- Works as everyday carving set with Petite Carver
- None of the pieces so far are used for larger foods, that's why you have your... (next slide)

## **Butcher Knife Saver(PLAY VIDEO AND READ ONCE IT STARTED)**

- This “Heavy Duty” knife disjoints large meats and is also great for melons and squash and separating frozen foods like hot dogs and hamburgers. Super easy and can save you TONS by buying whole chickens vs pre-cut.
- It protects your other knives because it's the only piece in the basic set strong enough for those jobs...
- But it's not a chopping knife, that's why you have your... *(next slide)*

## **Petite Chef (7 5/8”) (PLAY VIDEO AND READ ONCE IT STARTED)**

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

## **Slicer (9 3/4”) \$AVER! (whole lettuce heads vs pre-cut lettuce bags)**

- 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. This is a BIG MONEY SAVER. Buying whole lettuce heads vs pre-cut lettuce bags saves you tons over time. In a year you could save hundreds
- But it's not for anything with a bone; that's why we have your... *(next slide)*

## **Master Carving Set**

- 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.
- Having both forks in the set is important; the turning fork picks food up while the carving fork holds meats down and is wide enough to go around the bones.

Can you see how over a lifetime you're going to use every tool in your basic set? *(next slide)*

## **TABLE KNIVES - (show Table Knife)**

- 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 and great for spreading, but with the Double-D® 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 see how our Table Knives work on some tough leather...



- (SHOW VIDEO & NARRATE)
- (Cutco Leather)
- (Next Slide)

## **STEAK KNIVES**

- For customers who like the feel of a larger "steakhouse style" STEAK KNIFE, our two larger sets - The Signature Set and Ultimate Set come with that option.
- These have been unavailable for the last few months due to the pandemic & many customers had pending orders waiting, so there is a lot of excitement that they're back.

*(The Steak Knife is the same length of the trimmer but with a wider blade and rounded tip)*

## **SIGNATURE / ULTIMATE SET**

- Our two larger set options are called the Signature and Ultimate.
- The Signature comes with 10 table knives and the Ultimate comes with 12.
- So it's perfect for the holidays or when you have company over the house, or if you just don't want to run the dishwasher constantly you'll have some extra table knives. *(click next slide)*

## **STORAGE OPTIONS**

- 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.
- 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. *(next slide)*

## **KITCHEN TOOLS / ENTERTAINER PACK**

- To complement your Homemaker Set, we also have incredible KITCHEN TOOLS & GADGETS.
- The 5-piece Kitchen Tool Set matches the rest of your set and comes in a wood block for easy storage.
- Our 4-piece Entertainer Pack has comfort-grip handles and is, of course, forever guaranteed. *(next slide)*
- It comes with our 4 most popular gadgets all in one pack.
- We're going to play these short videos one at a time starting with the Peeler- it peels in both directions! *(Play video)*
- Ice Cream Scoop- it goes right through rock hard ice cream and is also great for getting the seeds out of melon *(Play video)*
- Pizza Cutter- The blade comes out for easy cleaning *(Play video)*
- Cheese Knife- Has holes so the cheese doesn't stick to it- it's also great for potatoes, apples, and pepperoni. This thing is awesome! *(Play video)*

***EXIT GOOGLE SLIDES TO THEN GO TO THE NEXT GOOGLE SLIDES OF "SET OPTIONS" BUT DON'T HIT NEXT JUST YET***

## 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!

*(Go to "SET OPTIONS" on [yourcutcodemo.com](http://yourcutcodemo.com), expand to full screen)*

## SELECTING THE BEST OPTION

*(Go to the first slide - 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. Think of the top line refrigerators versus say normal basic ones.
- Just like everything there are the quality products made to last, and then there are those made to be replaced
- Cutco is top rated and made to last, and literally guaranteed forever! So we only compare to the highest quality brands as one would imagine
- I have a price comparison for our top competitors when it comes to Cutlery
- Wusthof and Shun.
- Have you heard of them before? *(pause wait for an answer)*
- 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 though:
- Wusthof has mostly straight edges so they need to be sharpened, which is a hassle.

- 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 atleast twice as good as Wusthof. *(head nod)*
- When something offers twice the quality, twice the value, and literally lasts FOREVER! you would expect it to leastbe at twice the price. At twice the price you're talking over \$4,000 for a set of Cutco...*(next slide)*

## **PRESENT HOMEMAKER**

- As I said earlier, our Homemaker+8 is our most popular set. *(click next slide)*
- 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 without table knives or probably the one with table knives? *(head nod)*
- The great thing is that it doesn't cost \$\_\_\_\_\_ In fact, it doesn't even cost as much as Wusthof price of \$\_\_\_\_\_.
- The Homemaker+8 Set is only \$1,500 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 \$309 today and includes tax. **BUT THE BEST PART, FOR SEEING ME TODAY**
- *(BUY NOW BONUS): We have a bonus , if you buy NOW, on my first presentation I can give you the entire Kitchen Tool Set, or a pair of Super Shears for FREE!*

**So Mrs. \_\_\_\_ I would not be doing my job if I did not ask  
Would you like to try the homemaker set out, risk free  
and get your FREE Super shears orrr Kitchen Tools?**

- *(Be completely quiet and wait for answer... smile)*
- If Yes: Congratulations! You're going to love your Cutco. *(pull up cutco orders)* Also just to confirm *(click kitchen cutlery set & show signature)* the Signature and Ultimate which BOTH have a slot to store their shears, plus all the gourmet pieces has a big discount. It is only a \$436.47/mo and IS THE COMPLETE package would you possibly want to get the full one? *(If no to signature- go on cutco orders and click homemaker and submit order)*
- If No: No problem! :-) If you don't mind me asking, what is it about the Homemaker you're unsure of? ... No problem, to get credit can I call my manager to just let them know I am here at the demo.

### **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. You get the set right away, but don't pay it all off until almost a half a year from now. It would be only \_\_\_\_\_ 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 of our customers take advantage of our 15-day trial. You can try it out without any obligation. If you love it, you can continue the payments. If not, you can send it back and get a full refund. If you do it 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 why you would want to talk to your husband. But, when you tell him about it, he won't understand the value. That's why most of our customers try it out on the 15-day trial to make sure their spouse loves it too. If he doesn't love it, you'll 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. However, most of our customers find that **over a lifetime** they will use all of those pieces. It's always better to have it and not need it than need it and not have it. If you try out the Homemaker, and after 15 days there is a piece or a few pieces you're still not sure of, you can send them back and get refunded for just those pieces. How does that sound?"

**Can I buy just pieces?:** "Of course you can buy just pieces! However, our sets are already discounted, they are much safer, and they come with free stuff. If you don't mind, I'll show you our set options and if none of them appeal to you, we can pick out whatever combination of pieces you want!"

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

**IF "NO" ON HOMEMAKER and SECRET WEAPON:** *Click next slide to the Galley Set*

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## **PRESENT GALLEY SET**

"NO PROBLEM! The next option is your **GALLEY SET**, which has been recognized as a "Best Buy" by Consumer's Digest. It comes with 6 table knives and **it is a few less knives for a lot less money.**

Mrs. \_\_\_\_\_ do you see yourself really using the Butcher Knife and carving set that much?

Got it, and the best part is taking those out, instead of paying \$1,500 for the homemaker set

The galley+6 set is only 224 per month. It is a great set and you could always upgrade later down the road.

But on top of that, you still can get a BUY NOW BONUS

## **BUY NOW BONUS**

If you get this set today I can still include the matching kitchen tool set or a pair of super shears for free

## **Ask for the Order**

Is that something you would like to get today?

**If Yes:** Great, you are going to love your Cutco. I am going to share my screen so we can get your order submitted, did you want it in white, black or red?

**If No:** No problem, to get credit let me show you our starter sets and then we are almost done.

- **Can I buy pieces?:** Of course! However to get credit for my demo, let me show you the rest of what I am suppose to and then we can help you buy a few pieces :)
-

*most commonly sold if not homemaker or Galley is our starter sets! The reason is the affordability and the fact that Cutco Owner get upgrade discounts in the future. So if you buy a small starter set you are entitled to discounts and the upgrade specials in the future ahead. With inflation happening, locking in some now versus later seems to be what most customers are doing. So let me just run through the starter sets before we hit on single pieces.*

## **DROPPING DOWN - STARTER SETS**

**Step 1:** These next two slides show the starter sets that are Great for building up over time and gifts for family and friends

- **Essentials + 5:** This one comes with just the very basics  
**Paring Knife**(small air foods), **Spatula Spreader**, (spreader with a sharp edge)  
**Turning Fork**,(things in the frying pan and useful flipper) **Petite Carver**,(fajita knife) &  
**Chef Knife**(pico de gallo knife)
- **Studio + 4:** This is our smallest block set, but still comes with the 4 great pieces. The *small air food pairing knife, tomato knife, fajita knife, and then the Cutco Double D Edge spatula spreader.*

*(next slide)*

- **Space Saver:** This set comes with 5 pieces- Chef Knife, (pico de gallo knife) Petite Carver, (fajita knife) Trimmer, (tomato knife) and two different size Paring knives! The 4" pairing many love it since you can use it on a cutting board easily as well! and it comes in a unique block that can sit on the counter or be hung on the wall.
- **All Knife:** This set comes with the in the air pairing knife, (Tomato knife) Trimmer, (pico de gallo knife) Chef Knife, Carving Knife (BBQ knife), and Spatula Spreader in a Tray
- **The Kitchenette:** Comes with the bread knife (longest DD Edge), Turning Fork, Fajita Knife, Pairing Knife, and Tomato knife but in a Tray
- **Gourmet Set:** This set has 5 of our specialty knives. The Cleaver (literally a pound of our Cutco Steel) Santoku knife (pico de gallo knife), and a Hardy Slicer (frozen foods knife) and it also comes with a wide blade Vegetable Knife and a Boning Knife (raw fajita knife)... This set is also great for customers who want to upgrade their current Cutco Set and put this block right next to their current block.

*(click back to studio slide)*

<u>SET</u>	<u>5-MONTH PLAN (Most Popular)</u>	<u>IN FULL</u>	<u>(per week)</u>
ESSENTIALS + 5	\$175		
BASIC ESSENTIALS	\$130		
STUDIO + 4	\$140		
BASIC STUDIO	\$105	MOST BOUGHT STARTER	
SPACE SAVER	\$144		
ALL KNIFE	\$123		
KITCHENETTE	\$104		
GOURMET	\$197		

**Step 2: Out of these starter sets, which set do you see yourself NEEDING the most?**

*(IF UNSURE)* **Probably the most common, the studio set?**

*(Wait for them to answer)*

*(Which ever set they say look at price above and fill in for blank below and learn to memorize Step 3 line.)*

**Step 3: That set is actually only \_\_\_\_/month! Not to mention lets you get started with Cutco, and would help me a ton as I get started too :) Would you like to get that set today?**

*(be completely quite and wait for an answer)*

**If no / unsure:** *No problem, was it just the pieces in the sets or the price?*

**OK - NO PROBLEM, LET ME FINISH THE DEMO AND SHOW YOU ARE FINAL SPECIALS**

#### **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
- Chopping Knife better known as the "*Salsa 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 - *Small meats or tomato knife* - Trimmer
- *All small things for the air* - Pairing Knife
  - This set usually runs \$600+ but with the managers discount we are able to discount it to help our new customers get started with Cutco. With all discounts applied it comes out to ONLY \$90.20/month!
  - With 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 \$89 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.

## Ask For Recommendations (without the app)

Can't do the app.....

- No problem....Here's where you can REALLY help me out & this proves to my manager I did the demo as well!

*(Share Screen of your Sponsor Sheet) And follow script below*

I get paid every time I show Cutco, but I can only show it to people I been PERSONALLY recommended to. So what I need you to do is think of 100 to 150 people that would be nice enough to see my demo. Lol Just Kidding, 10 to 15 would be fine. They don't have to be people you think would buy, just people nice enough like yourself.

I have my pen and paper and so if you can just simply give me their name and number and I keep all organized in my recommendation binder for those who have issues with the app.

As you can see on my screen 10 makes you a sponsor and 15 is DOUBLE SPONSOR! Once I have 50 sponsors my manager gives us a free piece of cutco or even cash bonus towards book scholarship!

## TEXT HEADS UP

- It's a lot easier when people know I'm calling. So if you go to send them a quick text, I'll send you a basic template.
- Hey just wanted to let you know about a nice kid, \_\_\_\_\_, who had asked me for help with his/her job at Cutco. I gave him/her your number as someone who could help him out. He/she does a short/fun presentation showing the product & you don't have to buy because he/she gets paid to show it. It'll help him/her out with a big competition & scholarship for school. Thought you might be nice enough to help.

## 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!

**Best People List**  
**Top 30 Family (Local and out of town)**

Name	Phone #	Name	Phone #
1.		16.	
2.		17.	
3.		18.	
4.		19.	
5.		20.	
6.		21.	
7.		22.	
8.		23.	
9.		24.	
10.		25.	
11.		26.	
12.		27.	
13.		28.	
14.		29.	
15.		30.	

**Top 40 My Friends (School, Sports, Clubs, Youth Group, Etc.)**

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 30 Parents' Friends (Mom/Dad's friends. Church/Synagogue. Neighbors)**

Name	Phone #	Name	Phone #
1.		16.	
2.		17.	
3.		18.	
4.		19.	
5.		20.	
6.		21.	
7.		22.	
8.		23.	
9.		24.	
10.		25.	
11.		26.	
12.		27.	
13.		28.	
14.		29.	
15.		30.	

**Top 10 Siblings Friends' 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.	

**BEST 5 / TOP 10 / FAST START 20**

Name	Phone #	Name	Phone #
<b>1.</b>		11.	
<b>2.</b>		12.	
<b>3.</b>		13.	
<b>4.</b>		14.	
<b>5.</b>		15.	
6.		16.	
7.		17.	
8.		18.	
9.		19.	
10.		20.	

## Brainstorm List Continued

*\*star\* if over 30 and own a home*

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.	

## LIVE DEMO 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 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?

If they object to you coming to home....

- No problem....as a matter of fact, part of my job is to learn online marketing so I can do the appointment right over the phone, you just need to be in front of laptop or computer at home.
- So do you think we could \_\_\_\_\_ or \_\_\_\_\_?

If live - get directions

Once appointment is set (live or virtual) - FIRM UP TO ELIMINATE RESCHEDULES:

- (Repeat Day & Time) - **Great! Thanks a ton! This really means a lot to me.**
- **Do you have a pen & paper nearby?** (Suggest they write down time/day)
- **Will** (Spouse name or your husband) **be available too?**
- **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?**
- **THANK YOU SO MUCH!!!**

If virtual:

- I will send you a confirmation text shortly & text you again prior to time to remind you. Then I will call you at exactly \_\_\_\_\_ am/pm so please don't forget me as each appointment is really important to my goal.
- Thanks again & talk to you at \_\_\_\_\_ on \_\_\_\_\_.

## 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 \_\_\_\_\_?

## **VIRTUAL PHONE APPROACH**

- **Hi** (*CUSTOMER NAME*), this is\_\_\_\_\_. **How are you?** (*Visit / catch up for a bit*)
- **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.
- **So you don't have to buy anything**, because I get paid just to show it.
- **I do presentations on zoom**, you just need to be in-front of a laptop or computer at home.
- **I am very close to hitting my demo goal**, and only need to book a few more.
- **So I wanted to know if I could SCHEDULE A CALL** on  
(*DAY*)=at (*TIME*) or would (*TIME*)=be better for you?

### **FIRM UP: (ELIMINATE RESCHEDULES)**

- (*REPEAT DAY and TIME*) - **Great! Thanks a ton! This really means a lot to me!**
- **Do you have a piece of paper and a pen nearby?** (*Suggest they write it down*)
- **If I can get your email**, I will send you the link for the appointment as well - **Thank You!**
- **Will** (*SPOUSE'S NAME //or// YOUR HUSBAND*) **be available too?**
- **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 that time works?
- **THANK YOU!!**
- **I'm going to send you a confirmation text shortly & I'll text you just prior to our time as well.**
- **Then, I'll call you at exactly (time am/pm) so please don't forget about me!**



## 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
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** *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
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:

## 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?"

## **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)

## Customer Recommendations Sponsorship Tracker

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

## Assignments

### Day 1:

- **Schedule Your Appointments - Best 5!**
- **Names List: Build contacts**
- **Phone Numbers (75% of your list)**
- **Lunch / Snack**
- **Character reference sheet for sample kit**
- **Shiny Pennies**
- **Phone Charger**
- **Social Security # for contract**
- **Arrive Vector Time \_\_\_\_\_**
- \_\_\_\_\_
- \_\_\_\_\_

### Day 2:

- **Make your first sale!**
- **Great communication (PDI)**
- **Positive attitude at all times**
- **Follow the manual - Cut Food - Have fun!**
- **ROLO all orders ASAP**
- **Fill out QPR (Demo report)**
- **Add to your contact list (Mission 100)**
- **Book More Demos**
- **5 before / 5 after rule – 10 Ahead**
- **Set up first 1 on 1 mtg (PC) with manager**
- \_\_\_\_\_

## Dirty Thirty and Beyond

- **Attitude** is everything: Stay positive no matter what. Focus on performance rather than results.
- KISS: Follow the **Manual**, Have **Fun**, Cut **Food**!
- Complacency is the enemy of consistency: Stay focused and keep your momentum.
- **Consistent Calls:** 10-20-30 a day or “5 before / 5 after”. Phone from the office as much as possible.
- **“Mission 100”:** How many contacts can you build? Build a massive customer base.
- **Best 5 / 10 Focus:** Can you see your next BEST 5 or BEST 10 prospects each week?
- **PDI** daily for best coaching and accountability.
- **PC** weekly to stay on track for your goals.
- Always Be **Learning**. Go on **field trainings**. Learn from the best on VectorConnect – **Audio / Video**
- **Event Attendance:** Team meetings and conferences are crucial to any FSM’s success.
- **Newsletter:** Hit the regional newsletter every week and your sales will skyrocket.
- How to get **GREAT? Repetition & Passion**. Master the **fundamentals** and fall in LOVE with Cutco
- Master the **Approach + Objections:** Closing, Phoning, Recommendations – **CPR Certified ☺**

### **Top Cutco Goals**

<b>What:</b> _____	<b>Why:</b> _____	<b>How:</b> _____
<b>What:</b> _____	<b>Why:</b> _____	<b>How:</b> _____
<b>What:</b> _____	<b>Why:</b> _____	<b>How:</b> _____

### **Top Personal Goals**

<b>What:</b> _____	<b>Why:</b> _____	<b>How:</b> _____
<b>What:</b> _____	<b>Why:</b> _____	<b>How:</b> _____
<b>What:</b> _____	<b>Why:</b> _____	<b>How:</b> _____