

Building Rapport / Social Etiquette

(Recommended 5 - 10 minutes)

Before we get started, I am going to pull up our website www.YourCutcoDemo.com and share my screen. I want to confirm my share screen is working. (share screen on zoom) Can you see the set of Cutco Mrs. _____

Awesome, thank you so much for taking the time to see my presentation is really means a lot...

Personal Story

(use google slides show "about me" page)

So let me show you my powerpoint before we being you will see I have a quick page about me, some cool goals I am set up for these next coming weeks, and then of course the REASON Cutco is in business IT MAY ACTUALLY LOOK FAMILIAR TO YOU :)

*JUNK KNIFE PAGE: "Mrs. _____ does this look familiar to you?" These are actually the worlds most EXPENSIVE set of knives, they add up over time and this is the reason Cutco is actually in business! The problem was these cheap junky knives were unsanitary, unenjoyable, but most importantly really expensive over time replacing them over and over again.



Now to begin, you can see the set correct, now when I scroll down can you see the "Thank you for helping me reach my goals!" and "What Is Cutco?"... Do you see those? Okay we're off to a good start! :-)

Thank you for helping me reach my goals!

President's Club

Top sellers become members of the coveted President's Club and receive a Certificate of Merit and a personalized recommendation letter from the Vector President. These help build resumes and portfolios for internships, graduate schools and future job opportunities.





All-American Scholarship

One hundred students a year are awarded scholarships that will help pay for their education. In addition, the top-selling representative in each campaign qualifies their school for a donation.



Awards & Recognition

Every year, Vector offers countless opportunities for their representatives to receive awards and recognition for their sales accomplishments.



What is Cutco?

A product enjoyed by over 16 million customers.

Your partner in the kitchen, at the table and beyond, FOREVER.

A promise of satisfaction proven through our unique Forever Guarantee and exceptional customer service since 1949.

American Made. American Proud.

All Cutco knives are made in America.





Well... I am using this as an opportunity to build my resume and skills. I enjoy being able to work from home during this unique time, but also be able to gain communication skills while doing so.

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

The skills and experience I can gain will help me as I develop my resume. I am excited for the future as I really work hard to develop my communication, time management, and even financial saving skills.

I just started my **Fast Start Contest. I have 10 days to...** (Show thermometer page)

Can you see on my screen the thermometer? Great, well Mrs. _____ I am currently already at _____ and my goal is to try and hit _____ before my 10 days finish. My focus is activity over the results, I am focused on completing _____ demos which if I accomplish by normal stats would let me hit my goal!

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. Not only would you be getting a great product, you would be helping me out toward my goals!

I'm only able to work through referrals, so my biggest goal today is that you like me and Cutco enough to recommend me to some of your friends.

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 cook because you have to, like to, or love to?

Great, you're gonna to love Cutco.

PRODUCT VIDEO

The first part of my presentation is 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:

- 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.

Quick reminder to double check that your volume is turned up so you can hear everything okay...

DURING THE VIDEO

- 2:05 - Isn't that guarantee amazing?
- 4:10 - Ever seen a drawer like that before? :-)

TIPS: *If customers internet is shaky, they can turn off HD if needed to help it load faster. Press play on the video to the left at the same time your customer presses play and mute your sound on the video so you see what they're seeing; you'll still be able to hear their sound (quietly) over the phone.*



I'll Start By Showing You Cutco's Basic Set First... The Homemaker +8



Okay I am going to start off by showing you our most popular set called the homemaker+8

Disadvantages of Common Knives

Mrs. _____, most people have the world's most expensive set of knives! (*Point to picture of junk 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: \$10

Avg. 8 knives in a set: \$80 for set

Replaced every 2 yrs for 40 yrs: 20 Replacements

= **\$1,600 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

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



Features and Benefits of Cutco

There are 5 features that make Cutco the World’s Finest Set of Cutlery!

Polish and Present Petite Carver (black handle)

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)*

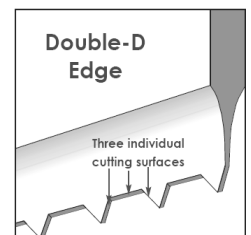
- We cut rope because it’s tough like vegetables and meats, but it will not hurt your knife’s edge.
- And remember, Cutco is sharp, so be careful!

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

1. Customer’s serrated edge 2. Customer’s straight edge 3. Cutco Petite Carver (black handle)
(Get excited!)



- 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 our **4-Part 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.

2. Forever Sharpness

Whenever your Cutco needs sharpening, just send it back and it will be sharpened 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)*

(If spouse is not present): Mrs. _____, we can't always see both spouses together, so you can try out Cutco **together** for a few weeks, risk free, to make sure you both love it.

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!



Cutco Factory Sharpening / Repair

- Go to cutco.com —> “sharpening” at top of page. Follow **simple directions** and mail Cutco to Olean.
- Sharpening service is **FREE** on all Cutco items.
- Return shipping charges (include check in package):
 1-10 items = \$9 11-25 items = \$11 26-40 items = \$13
- Once your knives are received in Olean, NY, they'll sharpen the blades, polish the handles, and get your knives back to you within 1-2 weeks.

[TURN TO THE NAMES AND USES (HOMEMAKER PIECES) PAGE IN YOUR BLUE BOOK]



Page 6

Names & Uses (of Homemaker Pieces)

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...** *(next slide- Go ahead and hit the spacebar to see the Paring Knife page- can you see that?)*





Paring Knife

Paring Knife



Paring Knife (2 3/4")...

Cutco's **"Air Knife"** - has a long handle, makes **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**

(Tip – you'll see pictures showing some additional uses for each knife on slides – it's great



Trimmer

Trimmer



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!

Sometimes called the "Small Fajita knife" it's great for slicing raw chicken into strips, cucumbers, oranges, lemons, and limes!

Which color do you like better the black, white or red handles?

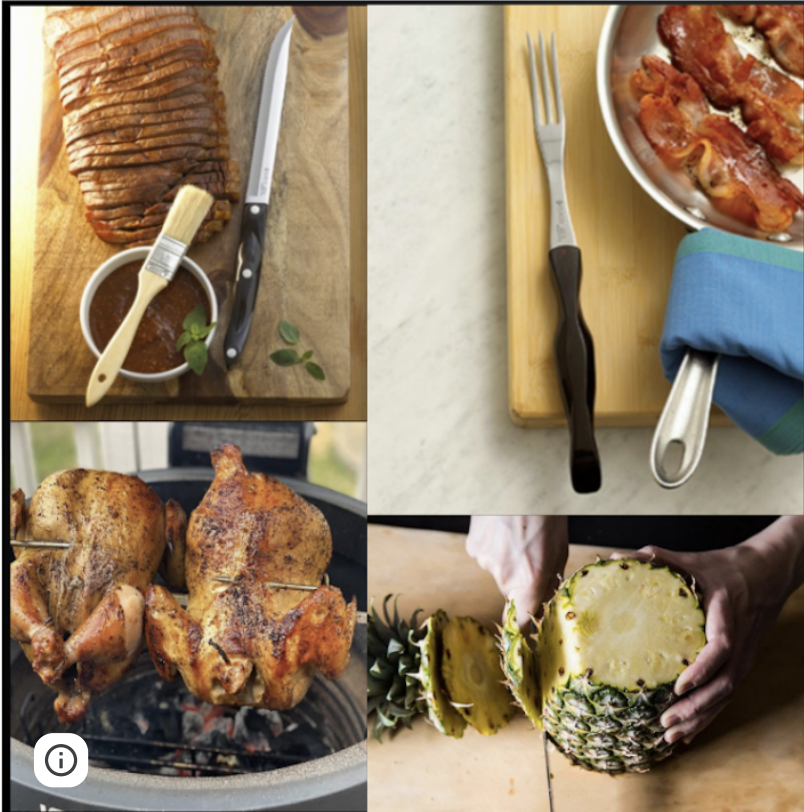


Spatula Spreader



SPATULA SPREADER: (PRESS PLAY)

THIS ONE HAS TWO VIDEOS CAUSE OF HOW AWESOME IT IS! CHECK THAT OUT! THE WIDE FLEXIBLE DD EDGE LETS YOU CUT, SPREAD AND SERVE! THINK OF ALL THE COOL THINGS YOU CAN DO WITH THIS ONE. SO MANY FIND TONS OF USES FOR IT. BUT YOU WILL NEVER USE IT ON LARGE MEATS THATS WHY YOU HAVE YOUR



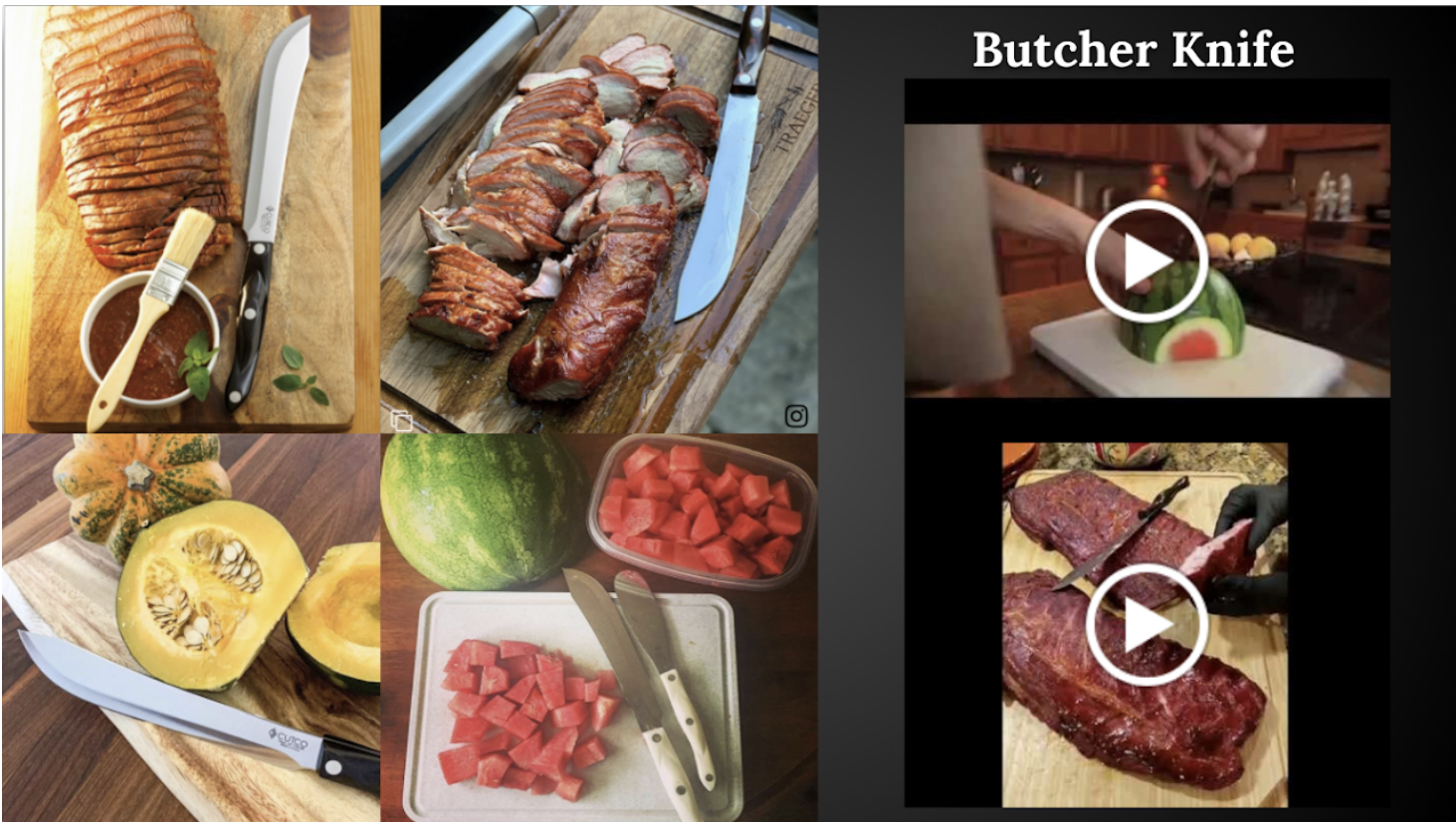
Petite Carver
&
Turning Fork



PETITE CARVER (THE FAJITA KNIFE OR DROP THE ORANGE KNIFE!)

THIS IS YOUR LARGE UTILITY KNIFE, THIS KNIFE IF WE WERE IN PERSON WE WOULD OVER A SINK AND DROP AN ORANGE OVER IT AND IT LITERALLY CUTS IT IN HALF! SUCH A COOL KNIFE THIS IS YOUR EVERYDAY MEAT KNIFE FOR CHICKEN AND SMALL ROASTS. BUT CHECK THIS VIDEO OUT. (CLICK PLAY) This is also called the ULTIMATE PINEAPPLE KNIFE TOO!

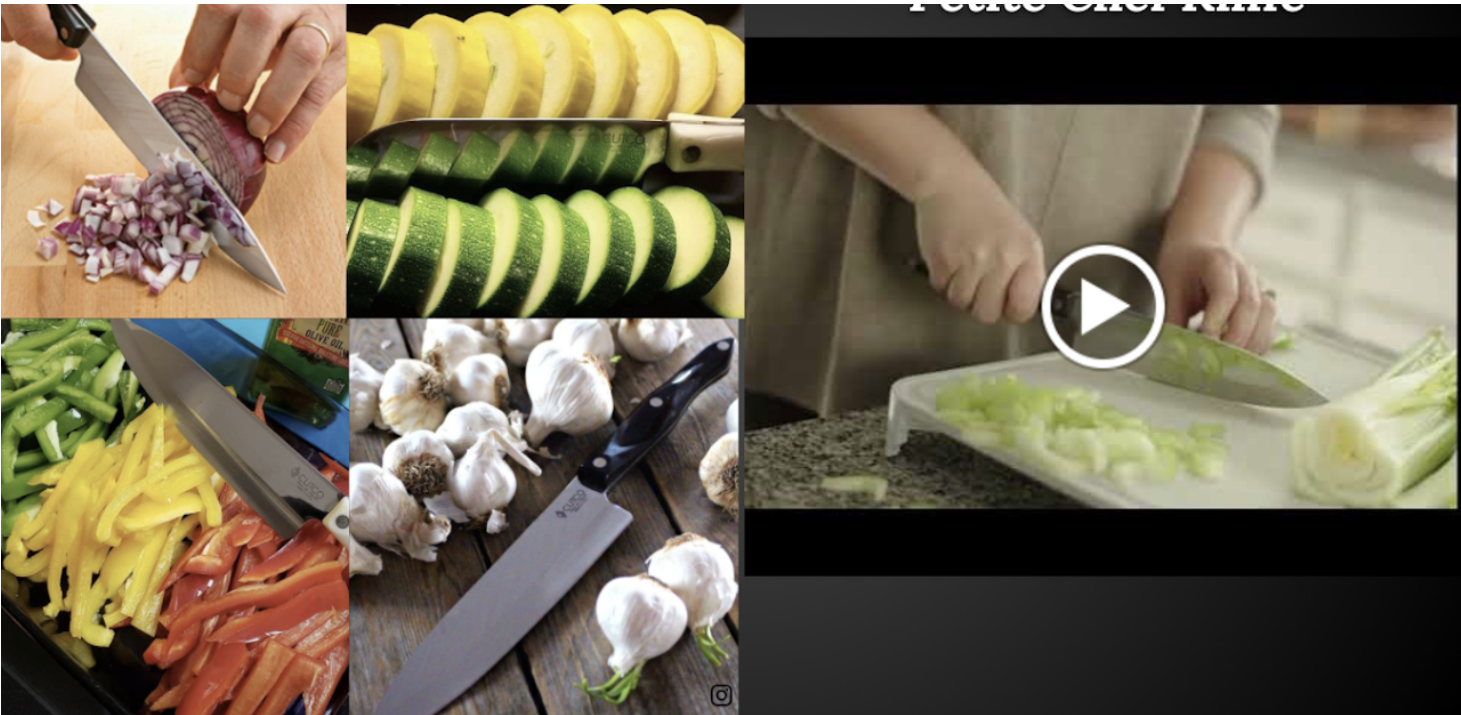
THE TURNING FORK HAS THREE SHARP TINES MAKING IT EASY TO TURN MEATS AND VEGGIES AND GET THINGS OUT OF JARS. NONE OF THE PIECES SO FAR ARE USED FOR LARGER FOODS, THAT'S WHY YOU HAVE YOUR:



Butcher Knife- Play the top video first, then the bottom video

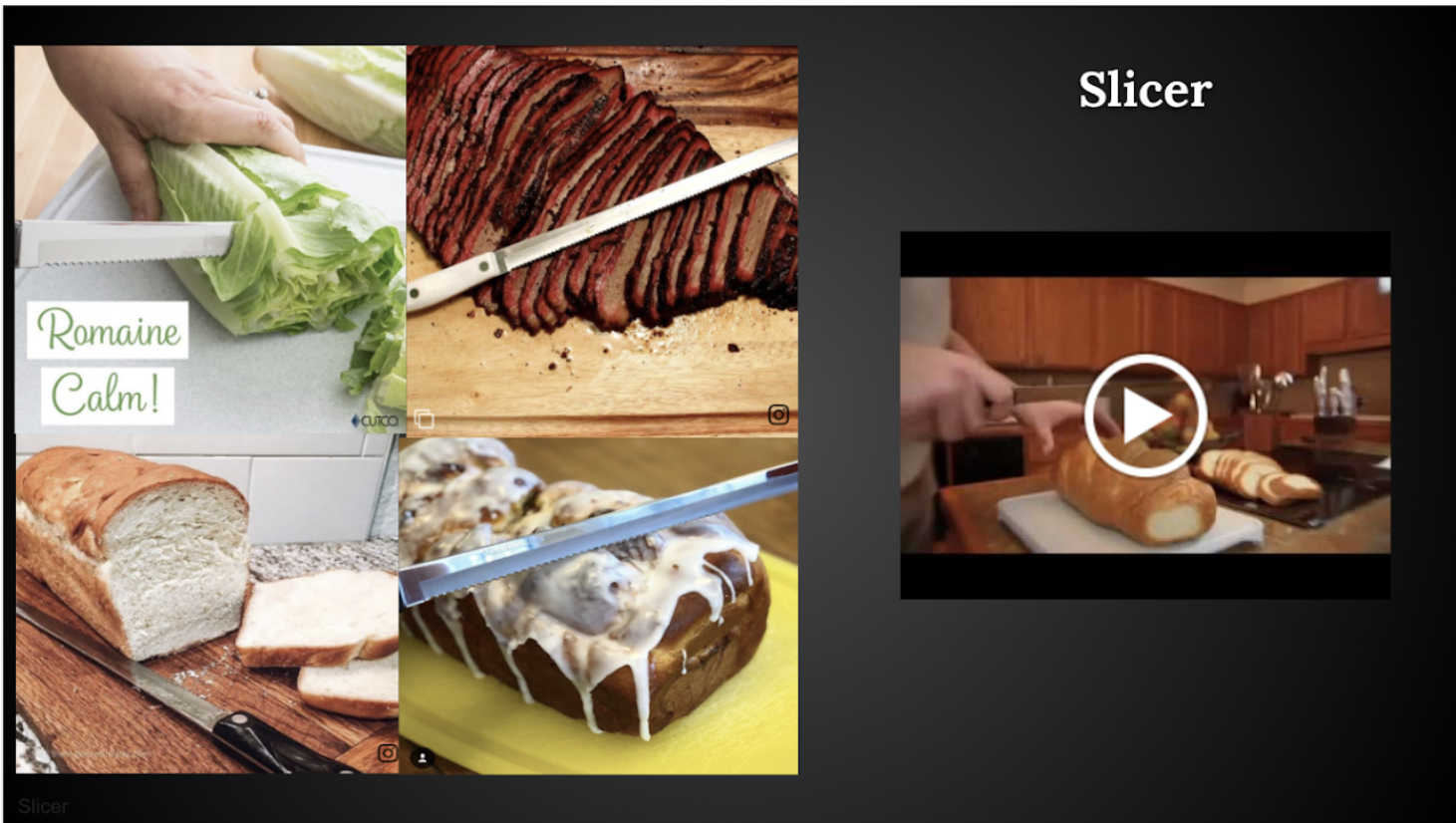
This “Heavy Duty” knife **disjoins large meats** and is also great for **melons and squash** and **separating frozen foods like hot dogs and hamburgers**. It **protects** your other knives because it's the only piece in the basic set strong enough for those jobs... But it’s not a chopping knife, that’s why you have **your...** (next slide)

My Vector Demo



Petite Chef (7 5/8") Go ahead and Play the video

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

Slicer (9 3/4") Let's play the 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’s why we have **your...** (next slide)





Master Carving Set- Let's Play the short 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**. 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)*



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...** (*Play Leather Video- then next slide*)



Signature Set

Our Two Larger Sets Have the Option of Steak Knives instead of Table Knives

Ultimate Set



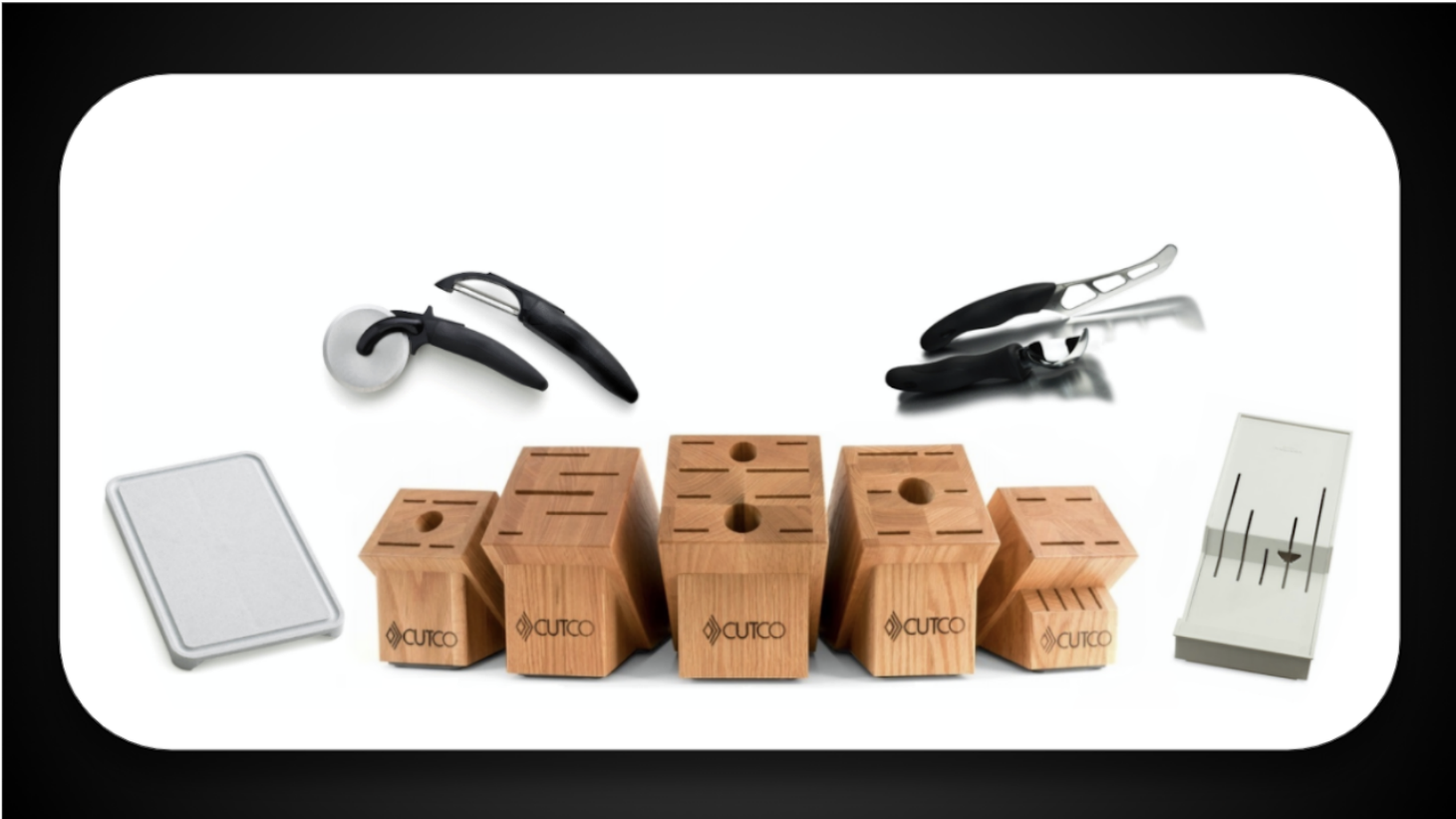
STEAK KNIVES

For customers who like the feel of a larger "steakhouse style" **STEAK KNIFE**, our two larger sets- The Signature Set and Ultimate Set- they both come with the option for steak knives instead of table knives. These have been unavailable for the last few months during the pandemic but they announced recently that they are available again. The company actually had thousands of customers that had orders pending waiting for this announcement, 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)

The Signature comes with 10 table knives or 10 steak knives and the Ultimate comes with 12, so these sets are 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 or steak knives.





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 Tool Set



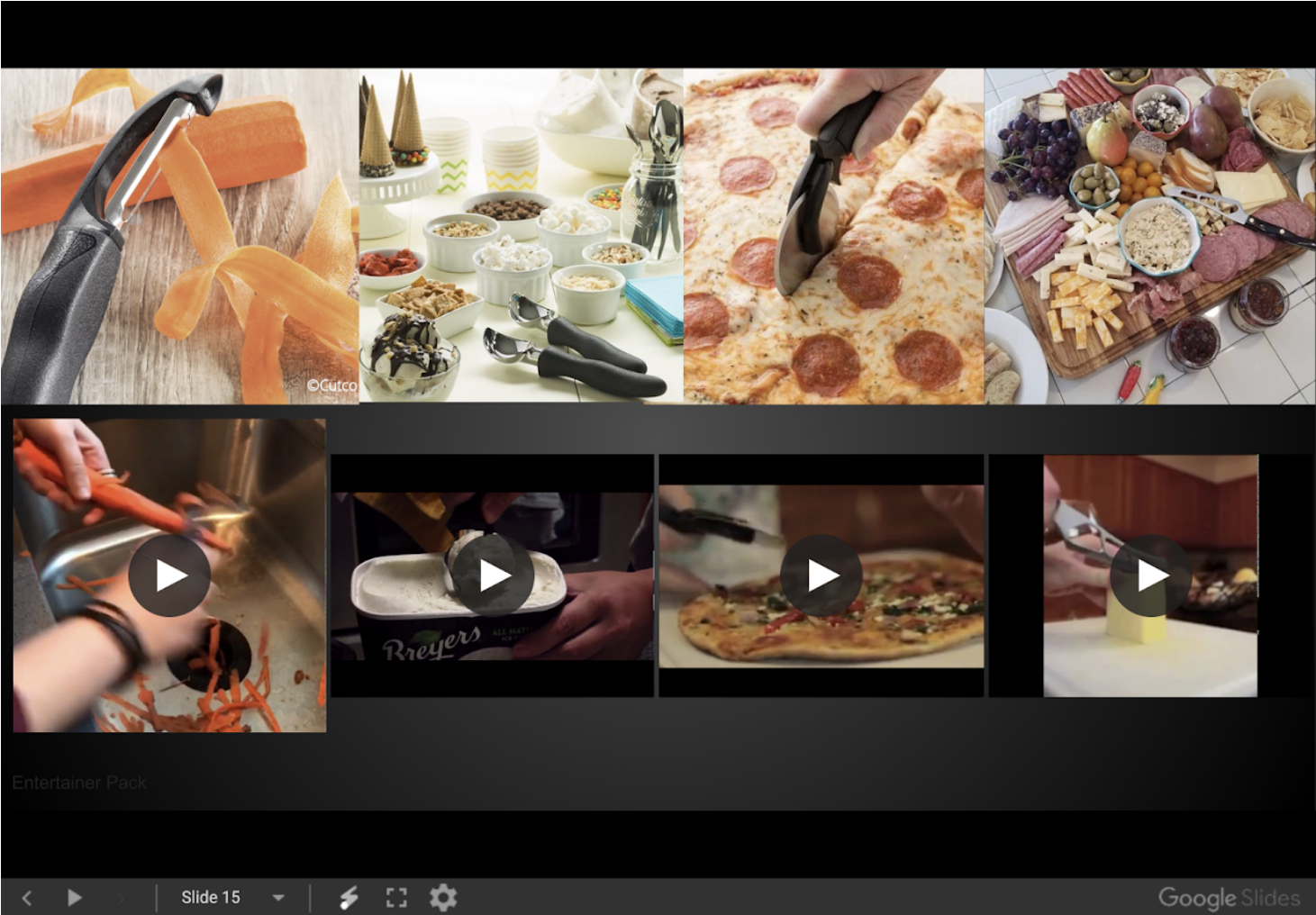
Entertainer Pack



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)*



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!

Okay (name), now we're going to **exit the full screen-**




- Let's go to the first slide where you'll see a Wusthof and Shun brand comparison...

Wusthof Ikon Blackwood 20-Piece Knife Block Set



Suggested Price \$3,435.00
Special Offer: \$1,999.95*


Shun Kaji 19-Piece Knife Block Set



Suggested Price \$4,350.00
Special Offer: \$2,799.95*

Comparison		
Handle	Wusthof / Shun Straight / Rounded	Cutco® Wedge-Lock, Ergonomic design
Edge	Straight or Serrated	Straight or Double-D®
Guarantee	All products are guaranteed against defects in material and/or craftsmanship Shun - limited lifetime warranty <ul style="list-style-type: none"> • Free factory sharpening 	<ul style="list-style-type: none"> • Forever performance guarantee • Forever sharpness guarantee - free factory sharpening • Forever replacement service agreement for unconventional use • 15-day unconditional, money-back guarantee

*Prices based on Williams-Sonoma as of 1/23/19

- 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...
 - 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 **\$3435**. Sometimes, you can find it on sale for **\$2000**. 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 **\$4000** for a
- ⓘ t of Cutco... (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.

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

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

The great thing is that it doesn't cost \$4,000. In fact, it doesn't even cost as much as Wusthof price of \$3,000.

The Homemaker+8 Set is only \$**1664** 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 **364** today and includes tax.

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 ok if I call my manager so he/she knows that I am here?**

Manager 1: (SAVE MANAGERS NUMBERS TO YOUR PHONE)

Manager 2:

Manager 3:

BASIC HOMEMAKER WITHOUT TABLE KNIVES IS ONLY \$228/MO

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





Galley +6 Set

 All products shown are made in America



9-3/4" Slicer	7-5/8" Petite Chef	6-3/4" Petite Carver	Turning Fork	Spatula Spreader	Trimmer	2-3/4" Paring Knife	Table Knife
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Galley Set

DROPPING DOWN

If your customer LOVES the Homemaker+8 but is on the edge... CALL OFFICE FOR APPROVAL for “Friends and Family Discount”

Next is our GALLEY SET...

It’s a perfect **starter** set and **it’ll take care of all your needs...** (*Explain pieces in set*)

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’s a few less knives for a lot less money! Instead of paying **\$1419** for the Homemaker Set...

The Galley+6 Set is only **\$1024** or **\$224** per month for 5 months (interest free) (Only **\$56** per week!) The basic Galley is only **\$789** or **\$173** per month for 5 months (interest free) (Only **\$43** per week!) (*Have customer write down prices notebook or “wish list”*)

BUY NOW BONUS: If you get this set today, I can still include the Kitchen Tools, Entertainer Pack, or Super Shears for free!

Ask for the Order: Is that something you’d like to get today?

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

If 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)*)

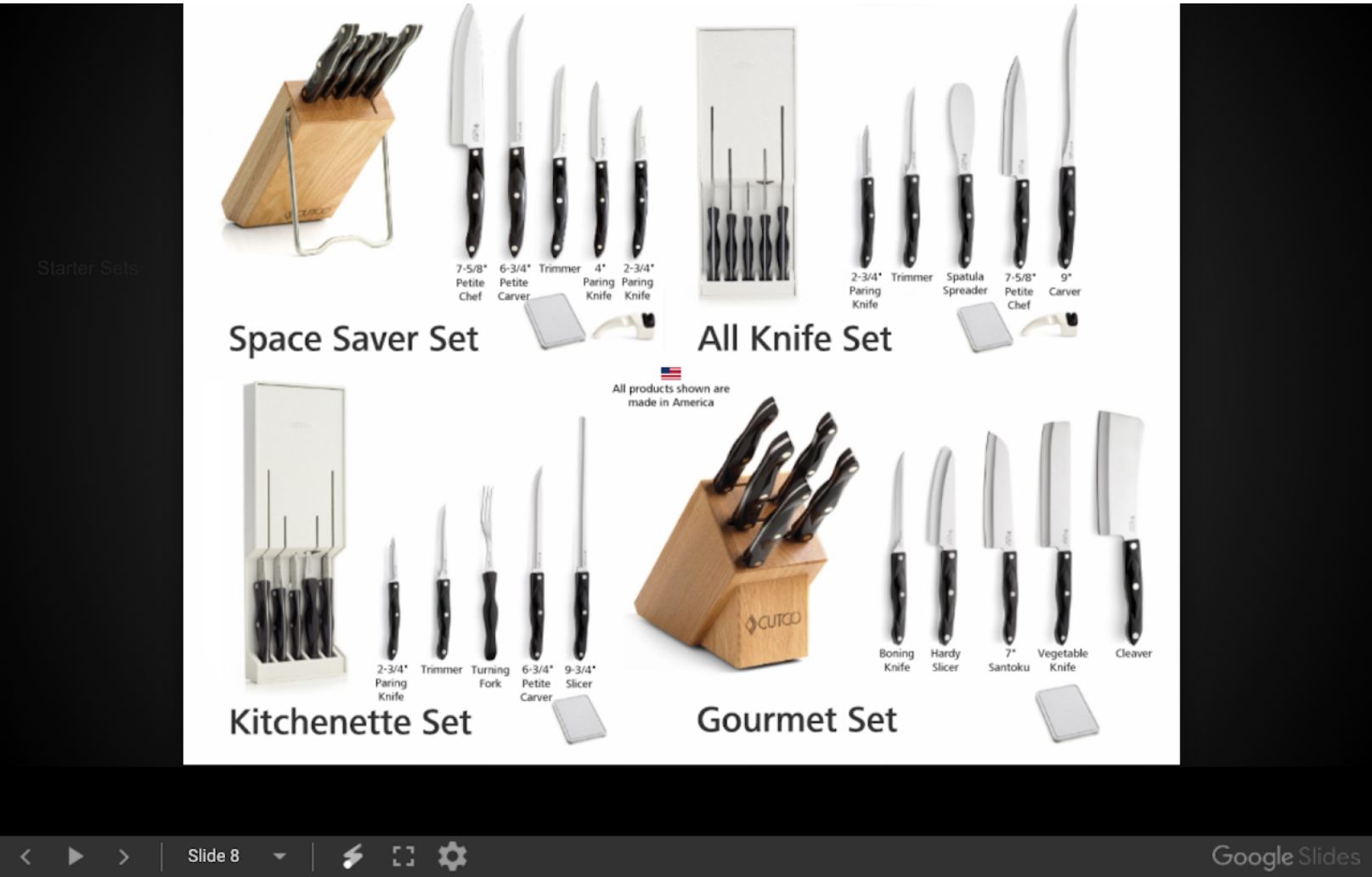
(If customer is on the edge, feel free to call office for a deal)

If still No: No problem. We also have starter sets... (*next slide*)

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

Starter Sets





DROPPING DOWN - STARTER SETS

Step 1: These next two slides show the starter sets...

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

Explain Each Set:

Essentials + 5: This one comes with just the very basics- Paring Knife, Spatula Spreader, Turning Fork, Petite Carver, & Chef Knife

Studio + 4: This is our smallest block set, but still comes with 4 great pieces- Paring Knife, Trimmer, Petite Carver, & Spatula Spreader

(next slide)

Space Saver: This set comes with 5 pieces- Chef Knife, Petite Carver, Trimmer, and two different size Paring knives, and it comes in a unique block that can lean on the counter or be hung on the wall.

All Knife+Kitchenette Trays: These tray sets are great for people who want to keep their knives stored in a drawer. The All Knife comes with the Paring Knife, Trimmer, Chef Knife, Carving Knife, and Spatula Spreader. The Kitchenette comes with the bread knife, Turning Fork, Petite Carver, Paring Knife, and Trimmer.

Gourmet Set: This set has 5 of our specialty knives like a Cleaver, Santoku knife, and a Hardy Slicer and it also comes with a wide blade Vegetable Knife and a Boning 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.

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) or ____ in full.

(Have customer write down prices for the set they like)

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

If you get this set today, you can still have the **Super Shears** 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... *(next slide)*

Easy-Pay Options 2-Months: \$70 minimum order, 3-Months: \$200 minimum order, 5-Months: \$400 minimum order

Customizing Your Own Set

The “Pick 5 Special”

Pick any 5 knives, get a pair of Super Shears or 4 Table Knives for Free!



Individual Knives

Storage Sheath available

All products shown are made in America

Table Knife

Steak Knife

2-3/4" Paring Knife

3" Gourmet Paring Knife

2-3/4" Bird's Beak Paring Knife

4" Paring Knife

Santoku-Style 3" Paring Knife

4" Gourmet Paring Knife

Trimmer

Santoku-Style Trimmer

Spatula Spreader

Mini Cheese Knife

Santoku-Style Cheese Knife

Traditional Cheese Knife

Turning Fork

Carving Fork

Salmon Knife

5" Petite Santoku

7" Santoku

7-5/8" Petite Chef

9-1/4" French Chef

6-3/4" Petite Carver

9" Carver

Santoku-Style 8" Carver

7-3/4" Petite Slicer

9-3/4" Slicer

Santoku-Style 10" Slicer

Boning Knife

Hardy Slicer

Gourmet Prep Knife

Vegetable Knife

Butcher Knife

Cleaver

Buy 5, get
Super Shears
FREE



BUY 3, GET 4TH
FREE

Spend \$125, get
Ice Cream Scoop or
Vegetable Peeler
FREE



CUSTOMIZING OPTIONS

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

Special #1: Let's make a list of your 5 favorite pieces you see yourself using the most!
(Ask customer to write down their 5 favorite pieces on their "wish list" & you write them down in your notebook)

"GREAT, can you give me one minute to work on those prices?"

*(Silently: Add up the individual prices of 5 knives they picked and divide the **total** by 5 months if it's over \$400 (or divide by 3 months if it's over \$200) and then write down the in-full & monthly payment in your notebook).*

 Okay I'm ready with the price for you... You can jot this down, the total for your customized set is _____ which

now if you get these 5 knives TODAY, I can give you a pair of Super Sners or 4 Table Knives for FREE! Which free option would you prefer? Great, would you like to go ahead and get this custom set today?

If Yes: “Great you will love your Cutco! Let's take a look at the accessories just so you know what else is available to add either for now or in the future- Go ahead and open the 3rd slideshow" (and Rep can [CLICK HERE](#) to jump to Gifts & Accessories)

If no: “No problem!" (Go to Special #2- *next slide*)

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?*" (Cross off that knife in your notebook & ask customer to cross it off on their list too)

OK... give me one minute to calculate that new price...

(Silently: Add up the price of the 3 highest priced knives on the list, and the lowest priced is knife will be FREE. Then divide total by (5 if total is over \$400, 3 if over \$200. 2 if over \$70) and write it down in your notebook).

Ok Mrs. ____... For the (individually name the 4 knives) that’s only ____ in full or ____ for ____ payments. Does that sound better for you?

If yes: "Great, you'll love those pieces!" Let's take a look at the accessories just so you know what else is available to add either for now or in the future- Go ahead and open the 3rd slideshow" (and Rep can [CLICK HERE](#) to jump to Gifts & Accessories)

If no: "No problem, Mrs. ____, which are your two favorites? Ok give me 1 minute so I can show you our last special..."

(Silently: Add up the price of the 2 favorites, calculate the monthly payment, write down in notebook)

Ok Mrs. ____ Special #3 is the Free Gadget Special

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

If yes: “Great you will love your Cutco!" Let's take a look at the accessories just so you know what else is available to add either for now or in the future- Go ahead and open the 3rd slideshow" (and Rep can [CLICK HERE](#) to jump to Gifts & Accessories)

If no: Go to Reserve Your Buy Now Bonus

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?

Get price - break it into 2 payments & then also divide by 30 days
Ex: Trimmer = \$76 (with tax & admin fee) is roughly \$42 per month or a little more than \$1 per day, which is less than a cup of McDonalds coffee

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

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.
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- 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.

RECOMMENDATIONS

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LEADS = DEMOS = SALES = INCOME

Ask for recommendations after you enter their order but before you wrap up the appointment!

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**.
- I'm trying to keep my schedule full in order to... (review goals)
- So what I need you to do is grab your phone! Please open your contacts and let's jot down the first 100 names that come to mind. I'm kidding, just 10 people who might be **nice enough** to help me out.
- I'm not looking for people who you think would buy, just **nice people like you** willing to take a look.
- By the way, you can help me out to build my kit. If you can give me 7 recommendations, you become a **Sponsor**. If you give me 15 or more, you become a **Double Sponsor**. Once I have 50 sponsors, I get a free piece of Cutco from my manager.
- Thank you **so much** for your help. I really appreciate it.
- I have a pen ready, who do you think we can add first? *(Alternate option: explain and use www.HelpMeHitMyGoal.com)*

(Download fillable Sponsorship Page [HERE](#))

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

- How do you know these people? When would be the best time to reach them?
- What's their spouse's name? Do they have kids?
- It's a lot easier when people know I'm calling. Can you please text them a "heads up" to let them know?
- **Sample Text: Save in phone → Forward to customer → Have them forward to friends:** "Hi! Just wanted to let you know that _____, my Cutco *guy/girl*, will be giving you a call. *He/She* is paying *his/her* way through college by showing Cutco. You don't have to buy, just listen and *he/she* gets credit. Thought you would be nice enough to help! *He/she* is super sweet :-)"

Pro Tip:

1. Use **thought joggers** to brainstorm: Friends, family, neighbors, co-workers, nice people, etc.
2. "Mrs. _____, would you be willing to post tag me on Facebook / social media?" *...it's a easy way for people to find me if they are looking for Cutco*
- 3  *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)!"
- **Out of town Demos!** Don't forget to ask for out of town recommendations!

HANDLING RECOMMENDATIONS CONCERNS

I'll Email Them to You Later

That would be awesome (Name)! I appreciate you wanting to help me. **However**, I know you're REALLY BUSY & I'd hate to have to call you while you're with family or at work. And, without referrals, I can't do any more demos. BTW as a reminder, they don't have to buy ANYTHING. So, if we could start with 1-2 off the top of your head now, and then send me the rest later it would **really help me out**. So, who are 1-2 people that you think are nice?

Don't Know That Many People

It's totally fine, especially since I get paid just to show it to them, even a few REALLY helps! So, let's just start with a couple and we can come up with more later! So how about your... (thought joggers)

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)

Sure **no problem**, however since I know you're **so busy**, I'd hate to ask you to work on this while you're running your house, at work, or taking care of your kids. Can we come up with 1-2 right now and we can get the rest later? How about your ... (Offer thought jogger)

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!

SCHEDULING PRESENTATIONS

Click [HERE](#) for Fillable Schedule

Click [HERE](#) for Fillable Brainstorm List

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TRAINING APPOINTMENTS

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

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

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

Tips For Scheduling First Weekend Appointments

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

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.
- *(Smile)* So you don't have to buy anything, because I get paid just to show it.

you just need to be in-front of a laptop or computer at home. I DO MY DEMOS ON ZOOM

- I want to do **(GOAL #)** appointments by **(Deadline Day - 3 days out)** to hit my goal.
- 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)*
- Will **(SPOUSE'S NAME //or// YOUR HUSBAND)** be available too?
- One more quick thing; can I get your email so I can send you the zoom and demo link?
- *(Smile)* 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. Thank you so much!
- I'm going to send you a confirmation email and I'll text you a reminder. Then, I'll call you at exactly (time am/pm) so please don't forget about me!

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 _____?

Method 1: Go through your phone.

Method 2: Calling Friends to get Parents' Numbers

Message them to collect their parent's 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?j”

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

Method 4: Ask your relatives.

- Remind them that you get paid just to show it and there's no pressure to buy.
- If they have questions, take them through the parent FAQ --- [VectorParents.com](#)

You miss 100% of the shots you don't take. Just ASK.