



## **Quick Facts**

### **Product:**

- Cutco Cutlery is the **#1 selling brand** of kitchen cutlery in the US
- All Cutco knives are **made in the USA** in our Factory in Olean, NY
- We sell \$250 million worth of Cutco annually
- Our office here in South Texas is currently #1 in the company from Development in Silver Cup Race 2023
- **50-60%** of families **buy**, average order size of **\$400**
- All Cutco products are backed by our **Forever Guarantee**
- Customers buy it **once**, use it **everyday**, and never have to **replace** it.

### **How it works:**

- Target Market: 30+ years of age, Married, Working F/T
- Appointments are virtual via ZOOM or live directly with customers at home.
- **No** door to door, or cold calling
- Rep's schedule their own appointments, provides flexibility
- Start with families they know for **practice** and **experience**
- Ex. Family, Family friends, neighbors, church, sports/clubs, etc.
- Average customer **recommends 5-10** other families
  - 10 appts x 5-10 per appt. = 50 - 100+ New Customers

### **Pay:**

- Paid Weekly either the Base Pay or Incentive Pay, **not both**
- Base Pay provides a floor, but there's no ceiling with the incentive pay

Base Pay is \$24 per appt guaranteed.

### **EX:**

**20 appts X \$24 = \$480 guaranteed for that week**



**Nick Smith**  
**South Texas Division Manager**  
**Southwest Region**

**10 appts X \$21 = \$210 guaranteed for that week**

<b><u>Based on Career Sales</u></b>	
\$0 - 1,000	10%
\$1,000 - 3,000	15%
\$3,000 - 6,000	20%
\$6,000 - 10,000	25%
\$10,000	30%
Top Reps Sell \$10K in first 10 Days - Fast Start	\$2,000 Income

### **Training:**

- 2-day college accredited training seminar; unpaid, but provided **free** of charge
  - Corporate sponsor of DECA (high school marketing club)
  - Training manuals, scripts & product samples (for live appts) provided free of charge

### **Perks:**

- High Quality Product
- Great Pay & Positive Team Atmosphere
- Resume Experience & Skills
- Advancement opportunities