

BOOTH APPROACH NEW CUSTOMER

1. POWER INTRO

REP: "Hi, are you familiar with Cutco?"

CUSTOMER: "No, never heard of it"

REP: "Okay, what knives do you have right now?"

CUSTOMER: "We have ____"

REP: "Okay and are they doing amazing or just getting by?"

CUSTOMER: "They're okay, just sometimes have issues with ____"

REP: "Got it. Do you mind if I tell you a little about Cutco?"

CUSTOMER: "Yes, that's fine"

REP: "Just so you know, Cutco has been around since the 1940s, everything with a cutting edge you see here is 100% American made and rated a 'best buy' by Consumers Digest. Cutco is the #1 rated knife company in America"

REP: "Let me show you how they cut so you can see why our customers love their knives"

2. QUALITY DEMO

REP: "This is a knife most of our customers have before owning Cutco, you'll usually find this at a department store like Dillards or Macy's, go ahead and take this..."

(customer cuts leather with dept store knife)

REP: "Now go ahead and use a Cutco..."

(customer cuts leather with a Cutco STEAK KNIFE)

CUSTOMER: "WOW! That's amazing"

REP: "I know right? Imagine cutting your steak or tomato everyday like this!"

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CUSTOMER: "Absolutely"

REP: "Great! Now just so you know, the knives are high quality and the DD edges (show DD edge sheet) like this hold their edge about 7-10 years before needing sharpening while the smooth edges like these (point to smooth edge knife) about 3-5 years"

REP: "The best part though is the warranty that comes with the knives, it's a forever guarantee. Like I mentioned, Cutco is higher quality and doesn't need sharpening for many years, however we cover it whenever anything happens to it"

REP: "What this means (show them guarantee page), if at some point down the road if the knives ever rust, chip, crack, break, corrode or dull, send it back to Cutco whenever you need it and they'll either resharpen, refurbish or replace it with a brand new knife for free"

REP: "Sharpening is included as well, we know every knife will dull eventually over time, when that time happens for you in the years to come, just wrap it up, send it back to Cutco and they'll sharpen, hone and buff a brand new edge onto your knives like new"

REP: "The idea of Cutco is instead of replacing your set over and over again through the years, just have 1 quality set, use it everyday and whenever it has problems, just give Cutco a call and they'll take care of it for you. That's why we're the #1 sold brand in North America without even selling in stores"

NOTE FOR REP: If YOU have any personal service you want to promote, let them know "what I do for MY customers is (in home service calls, service events, etc.)"

3. NAMES & USES

REP: "Do you need to do any more cutting or would you like to look at some of the sets and options we have here today at the show?"

CUSTOMER: "Sets and options"

REP: "Great, most people typically want to replace their knives with a set since it's guaranteed forever. Do you mind if I show them to you?"

CUSTOMER: "Sounds good, what do you have?"

REP: "Our 3 most popular sets we have are going to be these over here (point at each set as you mention it), so our first one is our basic set which has everything you see here (homemaker section).

BRIEFLY DESCRIBE HOMEMAKER NAMES/USES

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REP: "This one is your standard set for all the basic necessities. It'll come with a paring knife, utility knife, chopping knife, bread knife and a few extra things along with 8 table knives"

BRIEFLY DESCRIBE SIGNATURE NAMES/USES

REP: "The second set we have is our family set, this is designed for the family that cooks multiple times a week. It has everything in the basic set plus our 4 extra customer requested pieces including the shears AND comes with the BIG STEAK KNIVES" (layout 3 siggy knives + shears on board in front of them)

SHEARS DEMO

ULTIMATE NAMES & USES (5 main knives)

REP: "The third set we have is our complete set, this is our biggest and final set Cutco makes. It has everything I've shown you plus the knives for families who are carnivores or people who love to grill meat. It's the full tool box for the kitchen. Do you mind if I show you this one just for fun?"

- 4" PARING KNIFE

"Longer blade, for apples, oranges, etc."

- BONING KNIFE

"Raw meat knife, small filets, fat off the bone. Prep meat before the grill/oven"

- VEGETABLE KNIFE

"Veggie cleaver, for squash, bell peppers, onions and transferring food"

- CLEAVER

"Chef knife on steroids, anything frozen or hard to cut"

- SALMON KNIFE (YouTube: Jason Jeffrey thin slicer video)

"Thin slicer, best knife for watermelon, cantelope, pineapples and filets"

REP: "Now out of these sets, which one of them appeals to you the most?"

(customer will either pick right away or deliberate for a few seconds, if they can't decide after 5-10 seconds, show the differences between HM/SIG or SIG/ULT and then they'll pick)

4. CLOSING

REP: "Whenever you usually buy Cutco, it's almost always a better deal to do it as a set to be able to save some money, when you purchase everything individually it goes for \$(retail price), however, what's great about buying it as a set is that Cutco sells it at a package price of \$(package price) or 5 payments of \$(monthly payment)"

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REP: "Now, what's great when buying this set is that it includes the cutting board and emergency sharpener. We know everyone has a cutting board, these are going to be different."

REP: "It's made of polypropylene, basically a high quality plastic. It'll keep your knives sharper longer, has feet on the bottom so it won't slide AND when it gets cut marks, that's a GOOD thing, because it means the board takes the damage, not the knife. When it gets bad, just mail it to Cutco and guess what they'll do for you? (replace) That's right!" (high five)

REP: "The sharpener also comes with the set, I call it the emergency sharpener because you won't need to use it everyday. However, there might be a time during Christmas or Thanksgiving where you don't have time to mail it into Cutco. Let me know show how to use it" (demo the sharpener)

REP: "Question for you, do you think you'd get some practical value out of the set over the next 20, 30, 40 years? Sounds good. Now just so you know, if you were to get this set, it comes in either the dark or the white handles. Would you have a preference? Great (reaffirm a good choice)."

REP: "And this one comes in either the light honey or the dark cherry stain block. Would you have a preference? Great (reaffirm a good choice)."

REP: "And for the payment would you do the full amount or the 5 payments? (reaffirm a good choice)."

REP: "And full transparency, if you really wanted to, would the \$___ be doable?"

IF THEY SAY YES OR POSITIVE RESPONSE

REP: "Great, well if you're open to getting this set, can I show you what I'm doing for my customers today?"

REP: "Awesome. Well let me ask you this, do y'all ever use any GADGETS, ACCESSORIES, ETC. like these? (wave hand over the free area)

CUSTOMER: "Actually we've been looking for a new ____"

REP: "Great, can I show it to you real quick? (do a great demo)

REP: "Just so you know, this ____ goes for \$____ and this one goes for \$____"

REP: "What I'll do is if you want to go ahead and get the set, I'll personally buy you these so it's a win/win. Sounds fair enough?"

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IF THEY SAY NO OR SHOW HESITANCY

5. DROPPING DOWN (BE BACK OBJECTION CYCLE)

REP: "...or is that pressing the envelope too much?"

CUSTOMER: "Yea, that probably is a little more than what I could do right now"

REP: "No problem Mrs. Jones! I love helping people get Cutco and want to make sure it's the right set for the right price!" (be lightful and have fun with them to ease hesitancy)

REP: "Tell you what, let me show you something a little smaller than this, it's a few knives for a lot less money and I think it might be better for you anyway"

(drop down and remember to focus on selling them off the items that don't come in the new set)

DROP DOWN OPTIONS

1. ULTIMATE/SIGNATURE
2. HOMEMAKER
3. GALLEY/SHOWSTOPPER
4. PIECES