

BOOTH APPROACH PAST CUSTOMER

[INTRODUCTION]

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

CUSTOMER: "Yes, I actually have some"

REP: "That's awesome! You get the Cutco owner high five! (Hold up your hand and bring them to the booth). How long have you had them?"

CUSTOMER: "Probably about 5-6 years"

REP: "Great! Do you guys live here in the area?"

CUSTOMER: "Yeah, here in town."

If no: "Where did you guys come in from?" (They probably are still within your service area)

REP: "When's the last time you got your Cutco sharpened for free?"

CUSTOMER: "Never."

REP: "Oh really! We recommend that you get your Cutco sharpened and touched up every 2-3 years. Are you familiar with our new free sharpening program?"

CUSTOMER: "No I am not, what is it?"

REP: "Well you used to have to send your knives back to the factory in New York, but people didn't like being without their Cutco for 4 or 5 weeks, so now we have a program where we actually come out to your home and sharpen them there for you. It's still a totally free service, so it won't cost you anything at all, and I can even sharpen the ones like this (hold up steak knife) with the teeth. Would you like some more info on that?"

CUSTOMER: "Ya I could probably use some sharpening"

REP: "Great! I'm (NAME) btw, what's your name? Nice to meet you (hand clipboard). Go ahead and jot down your info, and I will give you a call next time I'm in your area."

OBJECTION: "No, that's ok. They're still sharp."

REP: "No problem... What happens is that over the years your knives lose their sharpness, but since it takes place very slowly and gradually you may not have even noticed that they need sharpening. Once we stop by and touch them up you will notice a big difference in their performance. It's up to you... it's a free service. Remember how much you paid for your Cutco, well part of what you paid for is sharpening. Do you want me to stop by and touch them up for you?"

[INTEREST PHRASING]

REP: "Just so you know, Cutco has actually come out with some new stuff that you may or may haven't seen before, do you mind if I show you just for fun?"

CUSTOMER: "Sure, you can show me"

REP: "Great, so first what do you have right now? A set like one of these or some pieces?"

(customer will point out a few individual knives and how they love them)

REP: "Awesome, so just so you know everything you see here (homemaker section) is what we've had since the 1940s and everything you see over here (ultimate section) are based off customers sending us letters and emails requesting we make these knives"

[SHOW NEW KNIVES]

REP: (Demo all the ultimate pieces briefly, no more than 2 mins max)

- 4" paring, Petite Santoku, Hardy Slicer, Cheese, Boning
- Veggie Knife, Cleaver, Santoku Carver, Salmon (show Jason Jeffrey video)

REP: "We also make our flatware, cookware plus some gadgets and accessories. Just so you know we do have a couple specials here at the show today, do you mind if I show you some of them?"

CUSTOMER: "Yes, what specials do you have?"

REP: "Well, we have a couple, our first one is our upgrade" (show upgrade program brochure)

REP: "Basically we take you from what you currently have and provide the 9 newer knives, 4 additional table knives AND a bigger block to fit everything you have plus the new stuff. It's the best value overall if you don't mind me showing it to you? Great!"

(Show the ultimate upgrade pricing)

REP: "Now what's great about the upgrade is that if you didn't have any Cutco, the complete set would go for \$(retail price of ultimate set), but since you already have some knives, we assume you have this set (point to homemaker) and just charge for the difference to move up which would make it \$(upgrade price) or \$(5 pay price) for 5 months. Which is basically 3-4 knives a month would have to budget for it to make it work."

(Gauge customer's reaction if positive or indifferent; if positive, go through confirmation questions)

REP: "So let me ask you this, if you decided to get the upgrade, would you use most of the knives in it? Great and since you have the DARK HANDLES, we'll keep everything to match. And if you were to get this, would you prefer honey or cherry stain for the block? Great. And for the payment would you do the full amount of the 5 payments?"

REP: "So full transparency, if you wanted to, would the \$_____ fit the budget without breaking the bank?"

CUSTOMER RESPONDS YES OR POSITIVE, CONTINUE

CUSTOMER RESPONDS NO OR HESITANT, DROP DOWN

REP: "Great, well if you're open to getting this upgrade, can I show you what I'm doing for my customers today? (customer responds back with a yes)

REP: "Awesome. Well let me ask you this, do y'all ever use any GADGETS, ACCESSORIES, ETC. like these? (wave hand over the gadgets, kitchen tools, bake n serve)"

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 upgrade, I'll personally buy you these and take a slice out of my commission if you'd like to do that today" :)

CLOSE DEAL

DROPPING DOWN

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, but I don't want you to take out a second mortgage just to get the knives! (be lightful and have fun with them to ease hesitancy)"

REP: "Tell you what let me know you something little smaller than this, it's a few less 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)

(focus on builder upgrade, then 5pc special if needed)