

Complete / Family Upgrade

Since you already have most of the original Cutco knives, I'm going to show you the most popular pieces that you are missing from your complete set. So what you have is what has been around since the 1940's, customers that had the pieces you have actually wrote us letters and called us asking us to come out with these new pieces that are designed to **compliment** what our customers already own. So I'm going to show you what we call our **complete upgrade** and let you know how it works.

COMPLETE UPGRADE

The first piece in your upgrade is your...

4" Paring knife

Everyone loves the small paring knife for stuff in the air, but sometimes it is too small for the small jobs on the cutting board which is why we came out with the 4" paring knife. The blade is actually long enough to reach all the way across an apple and other small to medium size fruit. Many customers love it because the size of it **compliments** the small paring knife.

The next piece in your upgrade is your...

"Raw Meats" Boning knife

Everyone loves the Cutco petite carver because the DD edge works so well on your cooked meat and large fruit, but customers told us that it would catch and drag on raw meats, which is why we came out with this. The Cutco boning knife makes cutting raw meat **3 to 5 times easier** than any other Cutco knife. It's **based off** of the petite carver, but it has a smooth edge and slightly thinner to get the cuts that the carver couldn't do before.

The next piece in your upgrade is your...

5" Santoku "Mini Chopper"

Everyone loves the Cutco chef knife for all of their chopping, however sometimes people say it's a little big for everyday jobs. That's why many people asked us to come out with the "mini chopper". It's half the size & half the weight to get in and out of the kitchen quickly for small jobs.

The next piece in your upgrade is your...

Traditional Cheese knife "Sticky/Starchy Knife"

Everyone loves Cutco's trimmer, it is usually the most overused piece of Cutco. But, the trimmer gets stuck when cutting through potatoes and doesn't work too well on cheese. So, Cutco decided to make your traditional cheese knife. The traditional cheese knife is one of the top 5 most popular knives among Cutco owners. It glides right through all of your sticky starchy foods and cuts the thinnest slices of tomatoes you've ever seen. You'll use this on raw potatoes, sweet potatoes, lemons, limes, cucumbers and of course blocks of cheese. It **compliments** the trimmer extremely well.

The next piece in your upgrade is your...

Hardy Slicer "THE BBQ Knife"

Everyone loves the Cutco butcher knife for cutting through their watermelon's or disjointing their turkey, but they said they wanted a better knife for cutting through their partially frozen meat or their racks of ribs. So, Cutco actually created a knife that isn't made by anyone else called the hardy slicer. Your hardy slicer is going to be the best knife for all of your barbecue and tough jobs in the kitchen.

The next piece in your upgrade is your...

Vegetable knife "Veggie Cleaver"

Many of our customers like to refer to the vegetable knife as the vegetable cleaver. It is amazing for all of the really hard to cut fruits and vegetables. The vegetable knife makes short work of your

butternut, acorn, and spaghetti squash and also works great as an extra chopping knife for your mincing, and is also great for transferring ingredients from your cutting board to your mixing bowl or skillet.

The next piece in your upgrade is your...

Cleaver

The cleaver is amazing to have when you need it. It is great for jobs like carne asada and pollo asada. You can use your cleaver to pound and tenderize cutlets or even to crack spareribs. It is even powerful enough to separate completely frozen foods. Most likely won't use this one everyday, but good to have when needed.

The next piece in your upgrade is your...

Petite Slicer

Everyone loves the full size slicer for shredding lettuce or for cutting their cakes, but they say it is really too long to use for small rolls or for use at the table, which is why we came out with the petite slicer. It is great when all you need is a small bread knife that can be safely used at the table during meals

The last knife in your upgrade is your...

Salmon knife "Delicate Knife"

The salmon knife is one of the coolest knives that Cutco makes. It is super flexible and can be used to take the rind off of your watermelons or to take the skin off of the bottom of your pre-filleted fish from the store. Just like how the boning knife cuts the raw meat, this'll cut the melon rind and fillets.

Table and Steak knives

The upgrade also comes with four more of the table knives to fill out the bigger block. You also have the option to upgrade to four of the new Cutco steak knives for a bit more instead of the traditional table knives. The steak knives are bigger and have the feel of what you would use as a steak knife at a nice steak house. Many of our customers are getting the new steak knives because they love the feel and to have the option to use either a table knife or steak knife every day. Would you prefer the steak knives or 4 more of the table knives?

Storage options

Lastly, the upgrade comes with the new Complete block which you can get in either the new Cherry finish, or the classic honey oak. The complete block holds all of the knives you currently have, plus the new pieces in the upgrade, and holds a total of 12 table or steak knives.

So to recap, the reason everyone loves the upgrade is because you get the knives that best **complement** the pieces you currently have, the upgrade comes with free stuff, and the upgrade comes with a block that holds all of your current pieces plus the new pieces that you will love even more.

So the way the upgrade works is we subtract the value of what you have from the value of the complete set, and we just get you what you are missing. So the value of the Complete set is over \$___ and we subtract the value of the Homemaker + 8 set which is over \$___. Now we know you didn't pay \$___ for your Cutco, but that is what we give you credit for anyways. So the Complete Upgrade is only \$___ (\$2430 with steak knives). Now what I can do for you today is really awesome with our 5 month interest free investment option which is only \$___+tax (\$___ with steak knives) today.

Buy Now Bonus

We have a bonus where if you buy now I can actually give you a matching kitchen tool set, super shears, or an entertainer pack for free. (Up to \$400 value, if they want something else)

I wouldn't be doing my job if I didn't ask you, would you like to try out the Complete Upgrade today and get your free gift?

If yes: Congratulations, you're going to love your new Cutco, while I write that up, let's look at some gifts and accessories.

If no: If you don't mind me asking, what is it about the Complete upgrade you are unsure of?

Knee-jerk Reactions:

No Problem, we also have smaller options... **DROP DOWN to family upgrade**

FAMILY UPGRADE

The next option is our ***Family Upgrade***. It's actually a few less knives for a lot less money. It's great for people who don't want to spend so much today or just feel like they don't need that many knives. It comes with the 5 most popular customer requested knives. The **4" paring knife** for small jobs on the cutting board, our **mini-chopper** for whenever the chef knife is too big, the **sticky starchy food knife**, the raw meat **boning knife**, and the **guys barbecue knife**. It also comes in a block + the 4pc cutlery care set (3 boards & sharpener)

The family upgrade is only \$___+tax with the table knives which includes shipping, and you can still take advantage of our 5 month interest free investment option which is only \$___+tax today

Buy Now Bonus: If you get this package today, you can still get the matching kitchen tool set, the super shears, or the entertainer pack for free

I wouldn't be doing my job if I didn't ask you, would you like to get this package today and get your free gift?

If yes: Congratulations, you're going to love your new Cutco! While I write that up, let's look at some accessories.

If no: If those free items don't excite you, I can replace it with a barbecue set or a hunting knife instead.

If no again: No problem, we still have small options

Drop down to special #1 in the training manual also known as the **5 piece special**.