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# Service Call Training Manual

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*1st Edition - Camp III 2016*

# *Acknowledgements & Appreciation*

Our dream as a company was to create a well trained, highly skilled and certified group of professional sales representatives that would be educated in the proper techniques of serving our valued customers in the best way possible. We take pride in our world class products and we always want to back it up with world class service

From that intention, we created a group of representatives- our Service Call Elites, “SCEs.”

Our joint goal as a group was to compose the best practices of service and sales, which are the combined influence of many people in our company. Throughout the years, these individuals have worked hard in developing their skills and have been willing to share their knowledge to create a final document of this nature.

To all the many representatives who have served our customers well, we want to thank you for your dedicated efforts to bring quality sharpening service to the field.

We also want to thank the current SCE Advisory Board members listed below, who assisted **Tom Rastrelli, Dave Bush, John Kane, Josh Mueller, Jeffrey Paul Bobrick, Curtis Jacques, CJ Mackey** and our Olean personnel, for composing this manual and defining the SCE philosophy and purpose.

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# *INTRODUCTION*

For over 65 years, our company's motto has stated: "At CUTCO, we stand behind our products with a FOREVER satisfaction guarantee. We want every CUTCO customer to be a satisfied customer FOREVER."

These words are the promise our company makes to each and every customer, and therefore, the responsibility of each and every salesperson that represents our company.

We have a competitive advantage in the market; we not only offer the best product of its' kind, but we go the extra mile and back up our product with an unrivaled service. Often this is the reason why we are able to get our customer's business in the first place. We have an opportunity to not only be the best sales reps, but also the best SERVICE reps as well.

All CUTCO products are covered with the Forever Guarantee. CUTCO knives will remain sharp for many years, but after extended use they may need to be touched up or factory sharpened.

As the number of CUTCO owners continues to increase, the need and opportunity for service calls continues to grow. Service calls are a great benefit to our customers while also benefiting our representatives. They provide an additional area to build and grow your business. One powerful benefit of learning the service call is that you now have a valid reason for stopping by to see previous customers. You can offer them a valuable service by sharpening or "touching up" their knives right in their home versus having to ship them back to Olean/Oakville (Canada) to be serviced.

Another benefit is that most service call appointments result in a sale. People who already have CUTCO are very likely to buy more because they love the product line and may not have bought everything they wanted the first time. In addition, at a service call, we can introduce gifts, new products and new programs (like business gifts and the wedding/gift registry). There's also a good chance that the customers we service will want to recommend us to others. After all, current CUTCO owners provide the best testimonials.

Service calls will also strengthen your product conviction. Many top reps like to begin their day with a service call to reinforce their confidence and belief in the product and how it benefits customers. Dealing with established customers who love CUTCO is very positive. Scheduling appointments with them on the phone will result in a higher number of "yeses"! Remember, service calls allow you to work in your local area and can be a great source of business.

Many of our most successful representatives attribute a great deal of their success to conducting service calls. Service calls offer variety, fun and more presentations. By adding service calls to your business you will increase your income. How much is up to you!

# *PROGRAM OVERVIEW*

In order to conduct service calls it is recommended that you review this manual completely and understand the sharpening procedures and the approaches.

One-on-one field training locally with a qualified Service Call Representative is also recommended. There are also several video resources available currently and several that are in development that will be helpful.

You can also find quite a few audio recordings on VectorConnect from past Rep Development Conferences that would add great value to listen to. Meanwhile, be sure to keep in mind the Goals & Purpose of a Professional Service Call.

## ***Meanwhile, be sure to keep in mind the Goals & Purpose of a Professional Service Call:***

*1. Provide massive value to the customer through service, appreciation, education, and discounts-*

- It is key to be sitting down with the kitchen decision maker AND the financial decision maker. Most of the time, just one of the spouses can make both of these decisions. This is accomplished when qualifying the appointment.
- Offer to provide the company address if the customer does not wish to have an in home appointment.

*2. Quality service first, confident suggestive selling second-*

- Educate, demonstrate, and/or present all products.
- Utilize Inventory/ Wish List for future potential sales.
- Presenting the Cutco Kitchen every time to increase sales and plant seeds for future sales.
- The more Cutco someone buys, the better their lives are and the greater the discounts.

*3. Build lifelong relationships-*

- Plants the seed for future sales and trust.
- Increases quality referrals and long term customer confidence.

## **The Service Call Elite (SCE) Program:**

With a vision in mind to constantly improve the quality and consistency of our In-Home sharpening service for our customers, we created the Service Call Elite Program. We provide superior training, guidance and techniques that assure the “best practices” in service will be maintained and standardized for all offices. That all service will be provided by top level, highly trained and motivated professional representatives. There is a 3 tiered certification process in place where reps will be provided with up to date techniques in sharpening and sales training and in the end, be given a Certification Certificate which validates them as an SCE.

It's been proven that higher level service is provided through a more experienced representative and it provides more repeat business, trust and loyalty to our company.

When higher level representatives get certified and trained according to the company's approved procedures, they will be rewarded with many exclusive benefits and company generated Costco leads and service requests.

Having a certified Service Call Elite staff will insure the proper sharpening techniques are being used that decrease complaints, increase average SC order size and increase retention with representatives who can build long term relationships.

Having more successful SCE representatives leads to a better foundation in local offices and increases over-all development by having SCE's to “point to” with success stories.

Certified SCE's also provide proper SC field training experiences for new representatives and harvest a positive impact on office, divisional and regional CPO and stimulates greater mentoring.

Thus we have developed and included here, our SCE Mission statement.

# Service Call Elite



## Our mission

To provide an experience that exceeds expectations for our customers and representatives by honoring the following commitments:

### We are committed to

providing the highest quality in-home service

building long-term relationships with our customers

putting our customers' needs first

providing our Representatives with everything they need to run a successful business

educating customers on using Cutco correctly and ensuring they have every product they need

answering questions customers have on The Forever Guarantee

informing customers on how to send products in for return/replacement

following company recommended methods to sharpen Cutco products





# *SECTION ONE: PRIOR TO THE APPOINTMENT*

## PART A: SCHEDULING SERVICE CALLS

It's important to note that there are variations of the PHONE APPROACH designed to address each type of service call customer appropriately. When scheduling appointments, refer to the scripts below and plan accordingly based on the type of prospect you are approaching.

There are several ways to get started with service calls initially, including:

- From Demos-
  - On the phone while calling recommendations (“We already have Cutco!”)
  - Requested referrals (“Who do you know that owns CUTCO?”)
- From other Service Calls-
  - “Who else do you know that has CUTCO?”
  - “Who referred you to CUTCO?”
  - “Who else did you refer last time to CUTCO?”
- Joining the Cutco Events Program-
  - Ask your DM/DVM
- Your Past Customers-
  - Contact field service for past customer list
- SCE Program leads from Olean

## 1)Phone Approaches:

### **Sales Call to Service Call (finishing sales approach)**

“We already own CUTCO.” OR “The product is something that (referring customer) told me you have already, called Cutco, is that true?”

“That’s great. How long have you owned it?”

“When is the last time you had it sharpened?”

“The sharpening is a FREE service, included with the guarantee, when you originally bought your knives \_\_\_\_\_ years ago. We actually recommend you have them serviced every few years, to keep them in good shape. The great thing is, the company will give me credit to swing by and sharpen what you have--so that you don’t have to sit through my presentation or mail your knives off. How does that sound?”

### **Past Customer Service Calls Script**

“Hey, it’s (your name), your Cutco guy! How are you doing? Great. Well, I don’t know if you remember, but I promised you when I saw you that I would come back in a year to sharpen your Cutco knives (pause) for free, and it’s been a little over a year now, so I’m a bit late, but I’m fulfilling that promise.

I’m servicing all my customers in the (town/city name) area this week and I wanted to make sure you didn’t miss out on your free sharpening. And I can squeeze you in at (time) or (time) on (day), which time works better for you?”

**\*\*If before a holiday\*\***- “I have a lot of customers request that I see them before (holiday) to get their knives sharpened.”

### **Service Call Requests (Event/SCE leads) Script**

“Hi, is this (customer name)? Hi, this is (your name) and I’m calling with Cutco Cutlery.

How are you today? Great! I’m calling to follow regarding the free sharpening you requested (at event or online).....I can squeeze you in at (time) or (time) on (day), which time works better for you?”

## 2) Handling Phone Objections:

- **“My knives don’t need to be sharpened.”**- “(customer name), most customers I talk to feel that their Cutco doesn’t need sharpening, and that’s because it dulls so gradually, but what I find is that once I’m done sharpening your knives, people always notice a big difference and are really happy that they got it done. It’s up to you, but I could be in and out before you know it.”
- **“You’re not going to try and sell me anything are you?”**- “Well, of course I will take a few minutes to update you on new products that you might get some value out of, but don’t worry, we can still be friends even if you don’t buy anything.”
- **“How long does it take?”**- “It usually depends on the number of knives you have and how worn they are, but usually 20-40min.”
- **‘I’m busy/ that time does not work.’**- I know, it’s a crazy time of year and I am really busy myself. Are those bad times or just a bad day?”

### 3)Firming up & Planting the Seed:

#### **Past Customer Firm Up**

“Do you happen to have pen & paper, or your calendar handy? I know you wouldn't forget that I'm coming, but since your schedule is probably as busy as mine is, I want to make it as easy as possible for you to remember that I have you scheduled for (day) at (time). Thanks a lot. I'll see you then!”

*-OR-*

#### **New Customer Firm Up**

“Do you happen to have pen & paper, or your calendar handy? Please jot down that my name is (your name) and I have you confirmed for (day) at (time). Thank you so much. I look forward to meeting you!”

*AND*

#### **Prep the Customer/Plant the Seed**

¥ “I am going to sharpen both your straight and DD edges so you will be cutting yourself all over again! Just kidding!”

¥ “I am going to cover a quick Knife 101. Basically reviewing best uses and care for the products you own. Who uses the knives the most in the house?”

¥ “Lastly, I'll have my catalog with me so I can give you a quick update on all the new products and see what may make sense for your kitchen.”

## 4) Tips & Key Elements to Scheduling Service Calls

- If you want to maximize your past customers, there is no better way than to go to their house for a face to face appointment.
- When scheduling an appointment it is advisable to ensure that the customer will be present at the appointment (not a maid, kid, etc) – if the customer cannot be present, let them know it's not just a sharpening but a knife use and care appointment and find another time if initial time does not work for them.

If this is a problem, make sure they know that it doesn't take long and you will be in and out quickly, you just want them there for the service.

- Many customers who would say they don't need anything on the phone simply don't know what we really have available (cookware, flatware, Wellness mats, the value of accessories, the value of Cutco as a gift, all things that need face to face work to build and create).
- If customer indicates they want to buy something, a good follow up questions to ask are: "Who uses the knives the most in the kitchen?" and "If you saw something new you liked you wanted to get would you want him/her to be there?"

## PART B: PROPER SHARPENING TECHNIQUES-

**\*Note-**Practice on your own using the #82 Sharpener on straight edges & the Ed Reed WHITE STONE Sharpener on your Double D Edges before your appointments. Be sure that you can actually sharpen both correctly & with confidence.

Remember, providing PREMIER SERVICE & EXCEEDING EXPECTATIONS will only lead to greater CUSTOMER SALES & SATISFACTION!

### 1)Company Approved Sharpening Techniques- **Straight Edges**

- To ensure the best sharpening of straight edges, we highly recommend using the #82 CUTCO SHARPENER at all times.

\*If the edges are badly chipped or if the knife doesn't take an edge easily after you've tried sharpening it, we recommend you advise the customer to return their knives to Olean for FACTORY SERVICE. (**See Appendix**)

- Always use a CUTTING BOARD under your sharpener; When using the #82 correctly, you will hear a little grinding sound which indicates flat edges and small burrs are being removed. You should see some actual steel file pieces on the cutting board.
- Always test the knife by cutting LEATHER prior to sharpening.
- If the blade doesn't cut through the leather all the way after sharpening, repeat the process until it cuts the leather quickly. Otherwise, it may be ideal to instruct the customer to return their knives to Olean for factory sharpening.

## 2) Proper Use of the #82 Cutco sharpener

\***Note**-Watch the video tutorial on how to use the Sharpener at [www.cutco.com/sharpener](http://www.cutco.com/sharpener).

1. Make sure the sharpener is on a sturdy, flat surface.
2. Holding the knife in your hand, securely grip the handle of the Sharpener with the opposite hand, making sure your index finger and thumb are wrapped under the handle for safety.
3. Place the heel of the knife blade in the center of the sharpening inserts so that the cutting edge is resting at the bottom of the v-shaped slot.
4. Keeping the knife perpendicular to the top of the sharpener, slightly angle the tip of the knife down (45°). Using light pressure, pull the blade slowly toward you from heel to tip (**never back and forth**.) Lift up on the handle of the knife as you approach the curved portion of the blade, following the blade edge contour to sharpen all the way to the tip. Repeat this motion for 5 to 7 strokes.
5. Using very light pressure, repeat the action for 2 additional strokes to further refine the edge.
6. After sharpening, carefully hand wash the knife and use a damp towel to clean the filings from the sharpener and the work surface.

### 3) Proper Use of The Ed Reed Sharpener:

- Do not use the sharpener without having the 2 metal finger guards in place. These will protect your fingers and hands from being cut.
- WHITE STONES are ONLY to be used on Double-D edges!! Place your white stones in the triangle slots. Hold the knife out with the Double D edge on it you can look and see that one side of it is flat (LEFT side) and the other side is grooved (RIGHT side).
- You'll notice that there is a flat side and grooved sides on each of these stones. This means the flat side facing in which would match the flat side of the knife is in the LEFT slot and the grooved side facing in which would match the grooved side of the knife is in the RIGHT slot.

The same thing applies whether you're sharpening with a left or right hand.

**These are already angled for you, so your job is to keep the knife straight up and down, perpendicular.**

- DO NOT LAY THE KNIFE BLADE FLAT ON THE STONES!! If you do, it will severely scratch the mirror finish of the blade....so keep it perpendicular to the stones ONLY.
- So what happens on the flat side of the knife is you can feel some "burrs" on it. This is normal and can be removed with this sharpener. (They may not have any burrs if they are using a softer cutting board as it takes more time to develop these.) Press and slide the flat side in an up and down motion into the white stone, keeping it perpendicular on the whole length of the blade.

Move the blade a little bit further back and do the length of the blade on that side. Start with the back of the edge straight up and down and then move a little bit backwards straight up and down until you can feel no burrs. And then, again the tip is a little bit dull so I can angle the knife here straight up and down until the can feel there's no more burrs on the edge of the knife or the tip.

- Then, with the grooved side you do the same thing. Keep it perpendicular. The grooves of the knife will actually fit into the grooves of 4 of the Double D edges on the white stone. Then move it straight up and straight down, so you want to be sharpening the inside of the Double D edge and move it a little bit further back to 4 new grooves and do that until you reach the end of the knife.

For the tip I'll angle it up a little bit. You're going to sharpen there, so I'm pressing into the stone because remember that the pressure creates friction which removes the metal which makes it sharper.



### 3) Proper Use of The Ed Reed Sharpener: (Continued)

- Using DARK STONES.....these can be used as a supplement to the #82 sharpener, only in the case that you would forget or lose your #82. You will start at the back of the blade, use a firm grip, and pull towards yourself down the full length of the blade. You want to repeat evenly on each side.

It may take 4-5 strokes on each side to get sharp, many more if the knife is very dull.

- DARK STONES are only for straight edges and they go with the triangle points facing each other in a triangle holes. The proper angles already are there for you. The knife should be straight up and down (perpendicular).

## 4) Tips & Key Elements to Proper Sharpening

- Both the #82 SHARPENER and the ED REED SHARPENER are designed to be used the same way for both left- and right-handed users.
- If the customer has more than 1 or 2 straight edges, you may wish to teach them how to use the sharpener as an added value and service. (Reminder: Cutco straight edges will dull faster than the Double D edges.)
- Always rinse, or remind your customer to rinse their knives, once you've completed the sharpening.
- When sharpening DD-Edges, often- after the initial round of sharpening- the back part and the middle part of the knife cut through the leather but the tip doesn't; you will need to go back and re sharpen, focusing only on the tip a bit more. Many times you'll want to pay special attention to the tip. The tips of the knives will almost always be duller than the rest of the knife. Sharpen just the tip a little bit extra to make sure that's it's sharp there as well. Then test it on the leather. If you slice through nicely, it's now sharpened completely and we know we have a good edge. Now, remember, any slicing with it does dull it a little bit, so after the testing make sure it's sharp with that one I'll go back maybe once or twice on each side and voila it's done okay.
- After you have serviced and explained each piece, deal with the items that you previously set aside for return to Olean/Oakville. Complete a service request form (*Literature item: L164*) for the customer and help them package the knives for return shipment to Olean/Oakville (this can be done after reviewing the guarantee or at the end of the appointment).
- Some representatives carry small, sturdy boxes and packaging materials in their car in case the customer does not have any. Others may not carry the material with them but may choose to help the customer pack the items for servicing. It has been proven that customers will send their knives into Olean/Oakville if the knives have been packaged by the service call representative. If you just tell them how to do it many times the customer will not take the time to package the knives themselves and send them in.
- Once they are ready to ship it is the customer's responsibility to send their CUTCO in. It is strictly against company policy for you to take the package and ship it for the customer.

**Recommendation:** Wash/rinse knives for customer to get off sharpening dust. Suggest that Mrs. Jones to clean the knives before putting them away. Many reps make sure to at least put the knives in the sink for cleaning after they leave.

## *SECTION TWO: THE SERVICE CALL*

The main objective of a service call is to provide extraordinary service. Unlike a demo, it is not necessary to sit with the customer and visit before getting started.

Keep in mind that you specified to the customer on the phone that you are scheduling the appointment to sharpen their knives.

Similar to anyone else who may be coming to their home to provide a service, the customer expects you to get right to work. Make sure to check that the customer has taken out all the CUTCO in the home for sharpening, and determine the best place to conduct the appointment; ideally the kitchen or dining table.

Make it your goal to add value through serving and educating the client at the highest level. This is what you're there to do and they will appreciate the service mindset. While you are sharpening, you can build rapport with the customer throughout the approach.

In addition to taking a genuine interest in the customer by talking about things that you both are interested in, there are also certain questions to ask in order to gain the most understanding of your customer & plant seeds for the sale.

The majority of service calls can be divided into two parts: **1- Servicing the knives and educating the customer** and **2- Sales Opportunity**

While the parts of the service call are occasionally reversed and often integrated together, it is useful to think of a service call in this way.

## PART A) SERVICE THE KNIVES AND EDUCATE THE CUSTOMER-

The first part of the appointment is all about the customer and all about the knives. Make sure you not only sharpen the knives but assist the customer with damaged products by providing them with a review of the guarantee and instructions for handling repairs, or physically packaging items & completing paperwork if possible.

This will assure that the customer sees you as a service professional. The script is also designed to inform your customer about proper use & care of the items in their Cutco collection.

Instructing the customer on how to better use & care for their Cutco allows you to demonstrate your expert knowledge of the product line so that you can build trust with the customer.

### 1) Friendly Greeting & setting proper expectations:

- “Hi, I’m the knife doctor! / It’s great to meet you! / Thanks for having me over/ squeezing me in.”
- “How has your day been so far?”
- “Do you have some table space where we could sit?”
- “Like I said on the phone, I can sharpen what you have and help you with repairs, if needed. So, I’ll be reviewing the guarantee. Also, I want to give you some tips on how to use your knives properly & keep them sharp longer.”
- If they bring up looking at the catalog or needing/buying anything for themselves or gifts right away:
- “We actually have some great specials & preferred customer package discounts right now. Plus, we have some really cool new items you can see too. I’ll tell you more about that before I go.”

## 2) CUTCO Assessment:

- Verify that all the customers CUTCO has been brought out: Are any pieces in drawers, dishwasher, garage, etc.
- Look over all of the CUTCO to determine what needs factory service and what can be serviced in home.
- If anything needs to be shipped back: Explain why & let the customer know you'll be providing them with instructions and/or offer to help them pack it up. \*\*Remember, this is a crucial part of the service you promised to provide, and you build trust by satisfying the customer's needs to the best of your ability!
- Review the Guarantee point by point. Remind them of how it works and how it can benefit them and anyone they may give Cutco to as a gift.

**\*\*BEGIN SHARPENING\*\***

### 3) Build product based rapport & introduce Inventory/Wish list form:

Suggested KEY QUESTIONS to ask during sharpening- (Pick 3-4 of your favorites to use.)

**\*\*Note:** Remember to make mental or physical notes of the information/answers you gather for wish list and referral purposes\*\*

¥ “How long have you had your CUTCO?”

¥ “How did you hear about CUTCO?”

¥ “Do you remember your first CUTCO rep?” (If they are a new customer to you, it is also important to understand some of the background in how they first bought their CUTCO. Particularly, it’s important to build extra value & price expectation if the customer did not purchase their Cutco at retail cost.)

¥ “How do you like it? / What have you liked best about it?”

¥ “Do you have any other knives that you like to use also?”

¥ “What do you feel like is missing when you’re preparing food/is there something you still have a tough time cutting?”

¥ “So do all your friends and family have it too? / How many people do you think you know that own CUTCO?” (Planting seeds for recommendations)

¥ “Are you from the area originally? /How long have you lived in the area?”

¥ “It must have been a big decision when you bought it, would you do it all over again if you could go back?” (Take this opportunity to help the customer create a testimonial for your book if you desire.)

¥ “Have you ever bought CUTCO as a gift?”

¥ “How many children do you have?”

¥ “Do you own a business?”

¥ “Do you have a summer/winter home, trailer, boat, etc?”

¥ “Who does most of the cooking? / “On a scale of 1-10 where would you rate your spouse's interest in the kitchen?” (If their spouse is not there then at some point later always ask “By the way, does Mr. Jones trust you to make the decisions for the kitchen?”)

#### Explaining Inventory Tracker/Wish list-

*“To better serve you in the future I always start off taking an inventory of what you currently own or may have use for in the future. Start by putting your best contact information at the top for me.”*

**\*\*Note:** Give the customer the INVENTORY TRACKER/WISH LIST form to complete. **22**

#### 4) Covering proper use & care/Knife 101:

**\*\*Note:** You may move onto the Knife 101 while still sharpening, if additional time & attention is needed to perform the service\*\*

Remember, it is very important that you cover the uses of each piece after sharpening all the knives. This is necessary because the customer will not remember from the first sales call how everything is to be used. They were initially thinking about price, and deciding to purchase, more so than what each knife is used for.

By educating your customer you will accomplish two important objectives:

- Once the customer can more clearly understand how to properly use what they have, you will find that the customer will be very appreciative not only of the sharpening service itself, but also the fact that you took the time to help them realize the maximum value of what they own. This builds value in your service and creates trust.
- Through the process of clarifying how each piece is properly used, the need for the other pieces becomes clear. Once the customer understands the proper usage, they will also understand the limitations of each piece and, therefore, see the need for additional items.

### **Knife 101 (Names & Uses):**

This section is designed to help you better understand how the customer uses their current products and also to teach them proper/intended usage.

*“I’d like to learn a little bit about how you’re using your knives so I can see if there’s any way I can help you get better value from them. So, let me ask you some questions...”*

**KEY 1:** Utilize the INVENTORY TRACKER/WISH LIST by having the customer keep track of their collection as you review them. Help them find it on the sheet and check it off.

*“OK, put an X next to that one.”*

*\*Note: if they have multiple pieces have them put the # into the space (e.g. 4- Table Knives)*

**KEY 2:** Understand the customer’s usage of each piece. As they check off each item ask: “What do you use this piece for?” Compliment them on the fact that they are using the piece.

*\* Note: Do not correct their usage here, make note of issues to address later on \**

*“Great .... Well I’m glad to see that you’re using all / most of these pieces as much as you are!”*

**KEY 3:** Demonstrate proper uses. Your goal is to educate the customer about proper uses and why they make sense without creating a defensive feeling with the customer.

*“If you’d like I’d be happy to share some tips on using your Cutco more safely & efficiently plus help them stay sharper longer ...”*

If they are using a knife for the wrong job, acknowledge why it seems logical to choose that knife, mention that you may have suggestions of better tools that make more sense. Your goal is to naturally create gaps for new items, enticing the customer without selling them anything yet.

### **Examples:**

*“The chef knife is one of the most misused knives in the kitchen. A lot of people think a big knife is for a big job...they use it for ribs or watermelon. I probably did that too, before I knew what I was doing.... BUT it’s actually made for chopping veggies and since the edge is made very fine to do the slicing, dicing, etc, it will dull really fast and can even chip or crack when used on for meats or large heavy duty jobs!”*

**-And/or-**

*“Because the trimmer was the most popular tool for decades, a lot of people say it’s their favorite, and they use it for everything! But when you cut cantaloupe and your knife disappears inside & your hand is outside, it can be really dangerous... The trimmer is great for smaller lemons, limes, oranges, tomatoes, & trimming cooked meats.*

*\*Note: For more info on common misuse issues and solutions, see Appendix 1-Names & Uses* **24**



### Additional Use & Care Tips

- **Storage-** Let them know you will show them blocks and trays later if needed.

"You don't want to just lay your knives in the drawer because they'll hit each other and other utensils and get nicked and dulled. You need to keep each knife in a separate and safe place."

- **Cutting surfaces-**

"The wrong cutting board can dull your knives right away. The harder the surface the more wear on the knives. Glass, granite, marble, or Corian have no give to them and therefore wear down your knives quickly. Wood or polypropylene are softer and better for the blades."

- **Pressure-** The food itself is not what will be dulling your knife, it is the pressure against the cutting surface.

"Cutco is designed to do the work for you so you don't have to force the knife against the board. No more hard pressing and sawing."

- **Usage-** (General rule)

"The DD edge is for your slicing and sawing motions.... Straight edges are designed for one of three jobs:"

1. Peeling, paring, and pitting in the air
2. Chopping, dicing, and mincing
3. Raw meat and fish

## PART B) SALES OPPORTUNITY-

Once you have sharpened their CUTCO and provided useful information, the customer will be much more likely to take your suggestions into consideration as you plant seeds about new products, introduce, upgrade packages, & build their wish list.

Now that you have properly shown the customer how to use the tools in their current collection, you have built trust so that the customer views you as an expert before you transition to suggesting new tools that will solve their misuse & abuse habits.

### 1) Establish your Credibility/Update Past Customers:

Providing great service is the best way to establish credibility & build relationships with your customer. IF you have done a great job, you have earned the opportunity to sell yourself and create urgency for an order today by tying your customers into your goals.

Sharing the positive aspects of your career with Vector will demonstrate your professionalism further & increase your credibility, motivating the customer to want to do business with YOU.

**\*\*Note:** Flip your blue book to your goals page\*\*

“I’ve been servicing and selling CUTCO for (number) years and am currently (rank in office/division/career sales position). I take care of (number) of clients. From now on, anything CUTCO related you need, I will be able to help you with.”

## 2) Share Your Goals:

- Sharing your goals is another way to build relationships and helps you create urgency--by tying the customer into you, you are giving them a reason to buy today.
- INCREASE EXCITEMENT when introducing goals.
- Goals include Scholarships, Trips, Awards, Personal and Professional Goals
- When sharing your goals, make it fun and friendly. Build excitement through your enthusiasm about the things you want to accomplish.
- Be confident but low-key. Let them know that IF they do decide to get something, it will definitely help you get a step closer to hitting your goals.
- Remember to make mental or physical notes of the information you gather for wish list and referral purposes.

**\*\* Note:** Show goal sheet\*\*

“Check this out ... my goal for this year is to sell over \$ \_\_\_\_\_ and finish / win (prize).”

“Now, like I said, there is no pressure on you to purchase anything today; however, as we go over some of the newer products most people I see find something they want for themselves or as a gift for others. If you do see something you like NOW is definitely a great time to buy because \_\_\_\_ (reason based on time of year, push week etc). And I’m running some great deals right now too. So, since you’ll be helping me toward my goal I’ll make sure you get the best pricing on anything you decide to get. Especially if you want to cut me a check for 20 grand!” (Smile!!)

### 3) The Cutco Kitchen Seed Plant:

“Most customers have drawers and cabinets full of mismatched items and ones that just don’t get the job done. Our goal was to create an option where you could have your entire kitchen stocked and you would never have to worry again about things not working.”

“So \_\_\_\_\_, you love your knives right? Imagine loving your cookware, your flatware, your kitchen gadgets, your entire kitchen as much as you love your Cutco knives!”

“As you have probably realized Cutco is designed to replace all the stuff you are used to spending money on over and over again. People also like this because it crosses off a major recurring expense for the next 20, 30, 40 years.”

“It consists of 3 parts, your knife upgrade, forever stainless flatware, and complete cookware set. Have you ever heard of waterless cookware? Cool, you’ll get to see what that is all about later.”

“Now if you were to get the next best knives like Wusthof or Shun, the next best flatware like a 12 setting chest of Oneida 18/10, and next best cookware like Kitchencraft or Saladmaster, you're going to spend about \$\_\_\_\_\_ on your kitchen.”

“Now that might sound like a lot of money, but in reality, it’s not that much considering you're going to use it every day for the rest of your life. In fact, you're probably going to spend that much over the years on those things if you think about it. Plus, you’ll probably spend more on cable during your lifetime.”

“The best thing is that we are an American made company, and we would never charge you that much. Actually, if you called up Cutco and ordered the Cutco Kitchen, it would cost you about \_\_\_\_\_. That’s where I come in, because you’re a customer of mine and because of what you already own, I get to give you a great deal.”

#### 4) Introducing the Complete Knife upgrade:

“Now the first part of your Cutco kitchen is your upgrade is the knives...Looking at your inventory sheet you're well on your way to completing your knife set.

What's cool for you is that we have what we call an upgrade program where you actually get to keep the knives you already own, we figure out what extra ones you'd use or want to have and then fit them all into a block with steak knives for you so that your set is done and you have everything you need.

The best part is that because you're a CUTCO owner I actually get to let you fully customize your upgrade!”

“Based on what you told me earlier here are a few that I think would make sense for you...”

“We have a program for past Cutco Customers that is exclusive for customers who have representatives like myself come out to sharpen your knives.It's called an Upgrade Program which allows customers to upgrade to a bigger set and get a HUGE discount because they are a previous Cutco owner; kind of like a loyalty program.”

“The way it works is you keep the pieces that you have, you trade in your old block and we get you a bigger block that will not only hold the pieces that you own but also the other items that will compliment your set!”

“Based on what you have there are 2 upgrade options; our Family Upgrade and our Complete Upgrade. I will show you the difference between the two and you can tell me which one you would get the most value and use out of.”

“In the Family upgrade the first piece you get is...”

“So if you were to upgrade to the Family Upgrade you would get these 4 pieces, plus 2 more table knives and a new block which would hold everything you currently have plus the new items all consolidated together.”

“In the Complete upgrade the first pieces you get is...”

“Keep in mind the Complete Set is designed to come with everything you will ever need. It doesn't mean you will use every knife every single day but the purpose behind it is so that throughout the entire year no matter what you are doing in your kitchen you will have the right tool for the right job!”

“IF you were going to upgrade, which upgrade would you get the most value and use out of over the next 10, 20, 30 years?

## 5) Introducing the Forever Cookware:

**\*\*Note:** For additional information see the cookware training manual\*\*

“The second part of your kitchen would be the waterless cookware. Have you ever heard of waterless cooking? Just so you know our cookware has been around a long time, but most people don’t know that we sell the lowest priced low-moisture cookware on the market. Not only are all our knives American made but so is the cookware.”

“It is actually considered healthy cookware. You don't need to add a lot of grease, oil, salt or water to your foods. Everyone from the 40s or 50s will tell you these are the best pans they've ever owned. Now I don't know if you're looking for new pots and pans but if you are, you should get Cutco because they're guaranteed forever.”

“You can cook on low to medium heat so it saves you on your gas/energy bill, plus it is also heat induction safe, stackable, and is easy to clean. If anything sticks just boil water and vinegar in it and everything comes off with a small amount of scrubbing.”

“Plus when you buy from me I'll be available if you have any questions or if you need me to come out and cook a meal with you to help you learn. We also include a short CD on how to use it which is very helpful.”

“It's similar to the cookware you see demonstrated at home shows etc. But the best part is the price I can give you. Since you already own our product we actually will give it to you at a lower price than if you got it at a show. It will be the last set of cookware you'll ever have to buy the rest of your life!”

**\*\*Note:** Cookware Comparison Sheet follows- We recommend printing out separately on a quality stock paper in color and laminate to show to your customer\*\*



# Cookware Materials

	ADVANTAGES	DISADVANTAGES
<b>CAST IRON</b>	Retains heat well Preseasoned by manufacturer	Porous <i>Retains food particles and possible growth of bacteria</i> Rusts Difficult to clean Slow to conduct heat
<b>COPPER</b>	Excellent heat conductor <i>Spreads heat evenly</i> Cools very quickly Excellent temperature control	Can have a chemical reaction with certain foods <i>Cooking acidic foods is cautioned</i> Very high maintenance <i>Constant polishing necessary</i> Extremely expensive
<b>GLASS</b>	Can be used in the microwave	Easily breaks Food sticks Poor heat conductor Produces hot spots causing food to burn Glass is an insulator of heat <i>Food may continue to cook after being removed from heat source</i>
<b>NON-STICK COATINGS</b>	Cleans easily Does not require addition of oil or water	Not recommended for the dishwasher Chip and peel - <i>When stirring or turning foods</i> Chemical compounds may be harmful if ingested Use of metal utensils is not recommended Short life expectancy
<b>STAINLESS STEEL</b>	Durable 100% non-reactive with foods Easy maintenance - dishwasher safe Retains high luster finish forever	Poor heat conductor - <i>On its own</i>
<b>ALUMINUM</b>	Excellent heat conductor <i>Spreads heat evenly</i>	Not real durable - <i>Soft and pliable material</i> Pits and corrodes Can have a chemical reaction with certain foods Not recommended for the dishwasher
<b>ANODIZED ALUMINUM</b>	Excellent heat conductor	Not recommended for the dishwasher Will eventually lose stick-resistant properties Anodized layer can eventually wear through Short life expectancy ( <i>5-10 years with regular use</i> ) Expensive
<b>CUTCO COOKWARE</b>  <b>STAINLESS STEEL OVER ALUMINUM CORE</b>	Excellent heat conductor with aluminum core Durable T-304 stainless steel interior – non-porous and extremely sanitary 100% non-reactive with food 430 magnetic steel exterior – can be used on all stovetops including induction Easy Maintenance – dishwasher safe Retains high-luster finish forever	



NOTE: The #733 Double Griddle is not heat induction capable.  
The outside layer is T-304 stainless steel.

## 6) Introducing the Stainless Steel Flatware:

"(customer name), the third part of your kitchen is the flatware. Now, I've been doing this for (number) years now and I can honestly say that the special we're running on this flatware right now is the BEST special I've ever seen Cutco do. If you shop around for flatware like this you'd have to go to stores like Williams Sonoma, Pottery Barn or other high end cooking stores."

"Flatware like this, 18/10 stainless, will run you anywhere from \$\_\_\_\_ - \$\_\_\_\_ per place setting. The great thing about CUTCO is that since we don't sell on TV or in stores, like everything else, we can offer you the same quality for a much better value price wise."

"So, our retail price is only \$\_\_\_\_ per place setting. Most people choose place settings for 12 so the retail cost for that is about \$\_\_\_\_. Shop around for a nice chest to store it in that will run you anywhere from \$\_\_\_\_ - \$\_\_\_\_. Add on the serving set to go with it for another \$\_\_\_\_ and your total investment is around \$\_\_\_\_."

Price Comparisons you can show your customers:

	Alton Flatware	Couzon Flatware	Meara Flatware
Place Setting	\$120	\$135	\$165-\$198
Service for 12	\$1,440	\$1,620	\$1,980-\$2,376

"Well, here's the great thing. With the special we're running right now if you buy the 12 place settings you get them for \$ \_\_\_\_ PLUS we give you the cherry wood chest lined with velvet for storage for FREE (only if this special is being offered). So, that brings your total price down from around \$\_\_\_\_ to only \$\_\_\_\_ so your total savings is over \$\_\_\_\_ which is over \_\_\_\_% off."

"You can also split the whole thing over up to 5 payments which makes it (grab your calculator and punch in the tax OR show the Specials Sheet) \$\_\_\_\_ per month for the next 5 months. I don't know if you're in the market for flatware today or not, but I can guarantee you that this would be the last set of flatware you'd ever have to buy!



## **Features and Benefits of our 18/10 Stainless Flatware**

### **FEATURE**

- Heavy Gauge
- Tapered Spoons
- Finished Tines
- Stainless 18/10: 18% chrome, 10% nickel
- Ergonomic Handle
- One Piece Construction
- Replacement policy

### **BENEFIT**

Won't bend and holds its shape  
Feels smooth and expensive  
Bacteria won't collect between the spaces  
Highest quality steel. No need to polish  
Matches other Cutco products, fits the hand  
No glue to pull out or fall apart  
Forever Guaranteed

## 7) Converting Inventory Tracker to Wish List:

At this point you have established yourself as an expert. Your expertise & excellent service makes you unique and, because you have done a good job and the CUTCO product line is excellent, you should have no objections about covering new products. If you do run into objections consistently, it means you did not do a good job establishing a trusted relationship. As you transition to closing, the first step is to figure out what the client is interested in. The fastest way is to build a wish list that focuses on the packages that you have helped uncover a need for, then work through the closing process.

“Mrs. Jones, now that I am finished, let’s play a fun game with your Inventory Tracker called The Wish List. We’ll make a note of everything that you like and I’ll keep in touch when I offer future specials. Remember, it’s just for fun, so your Wish List isn’t necessarily things you would get all today. In other words, if CUTCO were free--or price was no object-- any item that you would like to have for yourself or as a gift (now or in the future) ...”

**\*\*Note:** COMPLETE INVENTORY TRACKER/ WISH LIST as you continue\*\*

“Let’s start with the upgrade. Is that something that interested you?”

If they say YES (or ask a buying question), show the block that would fit, and review the additional steak/table knives before moving on the next package. If no, help them pick the single pieces they would use and move on to the next package.

“If Cutco were free, would you use the flatware?”

“Which set of cookware do you think would serve your needs the most?”

“Were you going to put the accessories on your WISH LIST?”

Remember, it can easy for a client to show interest in multiple things but forget to add it to their WISH LIST at the end. Therefore, throughout the appointment, be sure to keep physical or mental notes of what they show interest in. Briefly revisiting any packages or pieces that piqued their interest can often add multiple items to the list. Before quoting prices, always go back through the sheet with them and review each section to get a “yes” (would use) or “no” (would not use) for every item until the list is complete.

“Awesome. This looks like a great list. Couple questions. What about the \_\_\_\_\_, I know it seemed like you had some interest in that ... are there any questions I can answer for you about that?”

## 8) Closing:

Regardless of what they have said to you throughout the appointment, and regardless of the size of the WISH LIST, have the confidence to price it all, give them a good deal, and close on it.

You'll be surprised how a good deal and splitting it into payments can result in an order that is thousands of dollars even when they've said multiple times they're not going to buy this or that today, but maybe in the future.

Always remember, there is no need to "rock bottom" prices when you do a great job selling the value. CUTCO is already a great deal and most customers will understand the value you deliver with your service so be confident in your pricing and be fair to both you and the customer.

Remember, closing is a very simple step by step process:

- ¥ Compare price to what they're used to (catalog, online, college kids)
- ¥ Position your price as a better option (why shopping with you makes sense)
- ¥ Confirmation Questions (use pieces, all color options, payments, budget)
- ¥ If they don't confirm then drop down before asking for the order.

If they do confirm all of the questions then simply say, "*Great, so let's go ahead and do that for you,*" and grab out an order form.

### Calculating Wish List Prices

On the back of the WISH LIST, write down and be sure to include:

- ¥ Regular retail prices (for comparison) & current sale prices through CUTCO (if applicable)
- ¥ Today's total with taxes and fees included
- ¥ Total savings in both dollars and percentage
- ¥ Payment Breakdown

### Example

Cutco kitchen

1. complete set upgrade
  - block
  - list knives added
2. 60 pc forever stainless flatware
3. complete waterless cookware set
4. any other items on wish list/gifts

**Retail:** \_\_\_\_\_

**Special:** \_\_\_\_\_

**Today:** \_\_\_\_\_

-or-

**5x:** \_\_\_\_\_

### **Price Comparison Scripting**

“So, what I did here was I priced it out if you were to do the full kitchen upgrade.

We’ll start there and then you can tell me if we need to look at something bigger or something smaller or if this is just right! As a courtesy to all my customers I will show you what it looks like to complete your Cutco Kitchen.”

“Not everyone completes it right away, but it is by far the best deal and will save you tons in the long run if that it is something you are going to eventually buy anyway. I want to show you this because I think you’ll really like it!”

“Now, if you were to buy all this from any of the other brands out there that offer similar quality to CUTCO you’re going to spend literally almost \$\_\_\_\_\_ just to get knives, cookware, and flatware. I mean, just a good set of waterless cookware can cost you over \$\_\_\_\_\_ by itself.”

“You can even see the best brands here (show comparison sheets) and you’d have to go shop multiple different places and spend a ton of time finding it all.”

### **Creating Urgency through Price Positioning**

“By the way, I’m sure you’re also used to seeing CUTCO in the catalog, with the college students who sell it, or online, or maybe you’ve even seen the email specials that get sent out. The cool thing is while you can get a little bit of a deal here or there with those different ways of buying CUTCO, what’s great about working with ME is I can make sure you’re always getting the best deals and a package customized to your specific needs anytime you want to order.

Plus, I keep track of anything you’re keeping in mind for the future too. I’m able to do this because I’m a full time distributor which you’re not going to be able to find all of the time. So, Mrs. Jones, here’s what we wrote down....”

**\*\*Note:** Review everything on the list so it’s clear and fresh\*\*

### Presenting Wish List Prices

"The good news is that the Cutco Kitchen does not cost \$\_\_\_\_\_. In fact, it's not even \$\_\_\_\_\_. The whole Cutco Kitchen upgrade is actually even less than just the waterless cookware of our best competitor. So, the retail price of everything, if you were to buy it off our website, or out of our normal catalog, would be \$\_\_\_\_\_ and after tax would be \$\_\_\_\_\_. Now, the best part is that when you buy it in a package like this you automatically save. So, the normal CUTCO Kitchen is \$\_\_\_\_\_ (*show CUTCO Kitchen Specials Sheet*)."

" But, since you're doing an upgrade it actually only costs you \$\_\_\_\_\_ instead. Now, if you wanted to get it ALL today ... which of course is totally up to you, since you'd be helping me out toward my goal, you get the complete set upgrade, the 60 piece forever stainless AND your waterless cookware for just \$\_\_\_\_\_! So, after the discount, that's only \$\_\_\_\_\_ including tax... with a total savings of \$\_\_\_\_\_ or \_\_\_\_\_%."

"Plus, the great thing is that since you're a CUTCO owner, we actually let you split it over 2, 3 or 5 installments like most of my clients usually do. Mainly because there's no interest, no financing, no credit checks and it's not layaway. We simply split the order up as a service and automatically charge your credit card or your checking account once a month for 2, 3 or 5 months. It's great because it just makes it easier on the budget and you can get more of what you want all at once and get the best deal on it!"

"So, if you did it in 2 payments it would only be half that (point at the total price) or if you do three payments it's only \_\_\_\_\_ or five is almost half that ... only \_\_\_\_\_, which that breaks down to only \_\_\_\_\_ per day for the next 5 months, then it's paid for and you'll never have to buy (knives, cookware, flatware, etc) again ... unless of course you decide to get (more) gifts!!"

Now ask CONFIRMATION QUESTIONS, wait for customer response, HANDLE OBJECTIONS, and DROP DOWN as necessary.

### Confirmation Questions

Once you have found an offer they like, confirmation questions are important because if you're on the perfect offer and price for them, they will say 'yes' multiple times before you ask for the business.

More importantly, if you're NOT on the perfect offer for them, they will signal this verbally or nonverbally when you ask these questions.

This is your sign to begin the DROP DOWN CYCLE in order to find that perfect offer.

- “So, if you were to do this today would you see yourself using all of these pieces? And the gifts ... you like those too right (if applicable)?”
- “And, if you were to do this today, what color would you want your stuff in? How about the block (if applicable)? And the gift sets (if applicable)?”
- “And if you were to do this today, would you see yourself doing it all at once OR do you like the idea of splitting it over the payments?”

If they confirm all the way through these questions by making decisions then they're ready to do business.

If they do not confirm then they are still unsure about something (prices or parts) so move into the DROP DOWN CYCLE to clarify what they're unsure about and discover where to go next.

## 9) Asking for Recommendations:

**(See Appendix 4: Generating Recommendations)**

## 10) Proper Send off:

- The last few minutes of your clients experience with you will be the most memorable to them; always leave them feeling like you provided great service whether or not they placed an order—

“I cleaned/would recommend cleaning your Cutco before using it. Most importantly, be careful, bc they are cutting better, and I hope you notice a big improvement!”

- Show your appreciation for the order—

“As I mentioned, I’m working really hard towards my goal. And every order counts, so I appreciate it! The most important thing is that you will love your Cutco & own it Forever! When it gets here, be careful but if you get cut, call me & I’ll send you a Band-Aid:)”

- Plant seeds for return business—

“There’s a website on my card, so you can shop online. Keep it in mind for weddings & holidays bc Cutco makes a great gift!”

- Rebuild value in you & your follow up/contact strategy—

“I’d love to be your rep for life. If you ever need anything, just call & I’ll come running! In the meantime, I’ve got your email address, & I’ll keep in touch!”

**Congratulations, THE SERVICE CALL is now complete!**



# *Appendix 1: Common problems & solutions (Names & Uses)*

## **Paring Knife (1720), 4” Paring Knife (2120)**

**Issue:** If the blade is nicked badly (it can be so bad that it almost looks serrated!) or tip is completely worn down. They are probably using it on a cutting board or plate.

**Suggestion:** Remind the customer to ‘pare in the air.’ Also if they wish to use the knife on the cutting board, the shape of either the bird's beak or Santoku paring are designed for that and they may want to consider one or both.

## **Trimmer (1721), Petite Carver (1729)**

**Issue:** If the teeth at the tip of the knife are all worn down, more than likely, they are over-using it, generally from slicing vegetables.

**Suggestion:** One of the food choppers such as the 1725 or 1728 Chef, 1735 Vegetable Knife, and 1766 or 2166 Santoku will solve this. Show them how to use one and how it would make prep easier & quicker.

**-OR-**

**Issue:** Customer may also be using trimmer for deboning/disjointing meats.

**Suggestion:** Raw meat is soft and jiggly or the teeth could catch up on a bone. The 1761 Boning knife would be a good choice.

## **Carver (1723)**

**Issue:** If the teeth are all worn down around the curve of blade, it's possible the knife is being used to cut bread.

**Suggestion:** “The curve of the Carver is crucial for clean, even strokes on Prime Rib and Thanksgiving bird! Bread generally has a hard crust and force must be used to slice thru it. That’s why the slicer has a rounded tip – so all the teeth stay away from the board and sharp.” *The 3724 or 3729 Santoku Slicer and Carver would be a better option.*

**French Chef Knife (1725); Petite Chef Knife (1728); Vegetable Knife (1735); Santoku (1766), Petite Santoku (2166)**

**Issue:** If the blade is folded over on both sides along the entire length of knife or it has flat spots which reduce its cutting ability, you can usually see these when you hold the edge upright under light and you can see “shiny spots”. Generally, this is due to using a glass/granite countertop/cutting board or using it a lot. Compliment them if they are using it a lot!

**Suggestion:** It's not what you cut, it's what you cut ON that dulls a knife. CUTCO will hold its edge 7-10 times longer than any other cutlery, but it does require some maintenance for maximum efficiency. A sharp knife is a safe knife! Because the entire length of blade is exposed to the board, it needs regular maintenance. Getting the new sharpener or have you come visit more is a good idea☺

**-OR-**

**Issue:** Nicks and burrs along the blade. Generally, from using knife for difficult tasks, like frozen foods, chicken and ribs.

**Suggestion:** It's big, so it looks fierce! But the veggie choppers have a super thin blade and are used for more delicate tasks like chopping, mincing and dicing fruits, veggies, nuts and herbs. For tougher jobs you should use the 3738 Hardy Slicer, 1722 Butcher or 1737 Cleaver.

**Butcher Knife (1722)**

**Issue:** Deep nicks in the blade. Either someone was playing Pirates (aye, aye Matey!), or the knife has been used for cracking bones, opening cans, and a myriad of other ridiculous tasks. Borderline abuse...who can remember after 15 years, right? She'll blame the husband, he'll blame the kids, the kids act clueless!

**Suggestion:** Send back to the factory. Recommend the 3738 Hardy Slicer because it's stronger and easier to use.

**-OR-**

**Issue:** Blade completely worn down along curve. With normal use, the curved blade should stay in contact with the board, or be moving through chicken joints, etc. This will dull the edge rather fast.

**Suggestion:** Use the sharpener before and after a very difficult task.

### **Table Knives (1759); Steak Knives (2159)**

**Issue:** Teeth folded over more than other knives. This is generally because plates are made of ceramic, china or hard plastic. These surfaces will wear the steel down faster than a standard cutting board. Plus they are using them all the time. This is good. Compliment them for using them!

**Suggestion:** Perhaps they should buy more for rotation! Store Table Knives upside down in the block to reduce wear on knife and eliminate wood grooves.

### **Super Shears (77); Bypass Pruners (1527)**

**Issue:** Deep nicks in blade. Possibly from being used as wire cutters or for heavy pruning?

**Suggestion:** They are designed to cut through just about anything but steel, but they are not pruners or wire cutters. Send back for factory service. Perhaps our 1527 Bypass Pruners would help here.

**-OR-**

**Issue:** shears fall apart easily or are “sloppy” and look and sound loose.

**Suggestion:** We don’t have needed equipment for in- home repairs on shears or pruners, so these must be sent back to the factory. Generally, even if they need sharpening, they should ALWAYS be sent to the factory.

### **Hardy Slicer (3738)**

**Issue:** Bent teeth. Customer may be trying to cut through bones or COMPLETELY frozen meat.

**Suggestion:** Let frozen meat sit out for 10-15 minutes to thaw, then cut.”

**-OR-**

**Issue:** Teeth worn down along entire blade. Customer is chopping veggies! Because of the teeth, they must drag it across the board with each cut; effectively wearing all the teeth down.

**Suggestion:** There is no such thing as an “all purpose” knife. This looks like a little chef knife, but the teeth are actually hindering any mincing progress. Recommend a chopping knife: 1728,1725,1735,1766 or 2166.

### **Boning Knife (1761)**

**Issue:** Nicks in blade. Customer is using for carving roasts or to go through bone.

**Suggestion:** The boning knife is for raw meat and fish ONLY. It's one of the sharpest knives Cutco makes, so keep it away from hard surfaces for maximum edge retention.

**\*\*Note:** The Boning knife is specifically designed to clean meat off bones, and if used properly – it shouldn't actually touch the bone, except for the tip as it glides along the surface. This is the ideal tool for butchering deer, elk, moose, etc...and in the kitchen for cleaning chicken carcasses, stuffing pork chops, infusing meats, or filleting fish.

### **Salmon Knife (1762)**

**Issue:** Blade towards the tip is folded over flat or there's nicks in blade. Customer is using it as a bread knife.

**Suggestion:** The knife has a super fine, delicate edge that is specifically designed for filleting fish by gliding along the skin. It can also be used for shredding roast for Cheese Steaks or thin strips for jerky or sushi.

### **Traditional Cheese (1764); Soft Grip Cheese (1504); Mini Cheese (2164) and Santoku Cheese (3764) Knives**

**Issue:** Teeth deeply folded over. Knife is being used for meats or tough foods.

**Suggestion:** The cheese knife has a micro DD edge. It's designed for "sticky" things like cheeses, "starchy" things like Potatoes and sweet potatoes, and "fleshy" things like tomatoes, lemons, limes and oranges. If you want to use it for veggies, please make sure the blunt tip is the only part that touches the cutting board.

Other than taking the burrs off the RIGHT side, which will help it cut better, all Cheese knives should be sent back to the factory for resharpening.

## Appendix 2: Drop Down Cycle

### 1) **Clarify**- Flush out the real objection (pieces or prices.)

“If you don’t mind me asking, what is it that’s holding you back right now?”

“Real quick before you go, are you even in the market to spend \_\_\_ on knives right now?”

“If you were to get this set, would you even see yourself using all of these pieces?”

### 2) **Empathize**- Stay on their side by agreeing instead of trying to change their mind.

“I totally understand.”

“That makes total sense.”

“I’m sure I’d feel the same way if I was in the same situation.”

### 3) **Permission**- Get things moving forward with a strategic question they can’t say no to.

“Can I take a quick minute to show you another option I think would be even better for you based on what you’re telling me?”

### 4) **Solution**- Tailor your next offer to solve their concerns (pieces or prices.)

“I want to show you this because based on what you’re telling me it could actually be the perfect \_\_\_\_\_ (price or number of pieces) for you.”

### 5) **Confirm**- Get multiple YES’s before you get the actual YES!

“So, would you see yourself using all of those pieces more? So, would that be something that fits your budget better?”

#### **Tips & Key Elements to Effectively Dropping Down:**

- If they don’t confirm, repeat cycle over again as you drop down through the offers.
- Once you get confirmation on pieces & prices, exit the cycle & hand them order form.
- Once you have a commitment for an order begin Up-selling.
- When presenting your solution be sure to show enthusiasm about that option. Remember, you’re getting closer to finding the perfect package for them which should be exciting for you.
- The decision to buy THIS option must be logical, so remember to tailor package as a solution to their concerns (*most used pieces, much more affordable option, easy to fit in the budget, etc*).

## *Appendix 3: Introducing the Kid's Program*

“Have you ever thought about giving your children Cutco as a gift?

How many kids do you have? \_\_\_\_\_ that's the perfect number!

Now, because you're a past customer I get to give you the maximum discount when you're buying Cutco for your children.

What did your husband give you for the holidays the last couple of years?

Now I'm going to ask you one more question, where'd you get your Cutco from?

Isn't it funny how you remember where you got your Cutco but can't remember what you got for the holidays less than a year ago? If you give Cutco to your children, they will always remember you when they use it.

You've owned Cutco for \_\_\_\_ years now, but imagine how great it would have been to have had it when you were starting out on your own.

What a lot of my customers are doing is buying Cutco for their children so they can start off with the best! Plus, Cutco is the only gift you will give them that they will use every day and still have 20, 30, 40 years from now!

I can show you a couple options to start with, would you prefer to look around the same size as what you currently own, a little bigger or a little smaller?

Just keep this in mind and we can add it to your wish list, OK?”

# Appendix 4: Generating Recommendations

## Mindset

- Recommendations are a gift from your customer. The customer does not owe you recommendations.
- Be Referable - someone the customer knows, likes and trusts.
- Understand that building a relationship is more important than building rapport.
- Rapport is not a tool to generate recommendations. If you “use” rapport on your customers, that is not rapport; rather, it is manipulation.
- Show your customer that giving you a recommendation is not a risk.
- You will do a great job showing Cutco to their friends who don’t have it yet, and provide excellent service for friends who may already own Cutco.

## Planting Seeds

There are many opportunities to plant seeds for recommendations during a service call.

### 1) Explanation:

While you are sharpening knives, explain in a professional and relaxed tone that during the appointment you will:

- Sharpen her knives
- Cover the Knife 101
- Show them some new items
- Ask who they know that might enjoy hearing about Cutco
- Then, smile and nod

### 2) Warm Up:

*“Mrs. Jones, do you know what the hardest part of my job is? The hardest part of my job is scheduling appointments. So, my main goal today, other than making sure all your knives are “Cutco sharp,” is that you like me, I impress you, and you recommend me to all your friends, all your family, all your networks, because that’s how I get paid, and how I get to meet with great people.”*

### 3) Automatic Bonus Contest:

*(NOTE: Before you use this approach, be sure to talk to your manager to establish a contest for FREE CUTCO for recommendations to be truthful and transparent.)*

*“My manager actually has an Automatic Bonus Contest. This has nothing to do with if anybody gets anything. It’s based on recommendations, like your friend (friend’s name) recommended me to you. My goal is to get at least \_\_\_ recommendations from everyone I meet with. Because then, I get a Bonus Point. When I get \_\_\_ points, I get a \$\_\_\_ Bonus / \$\_\_\_ of free Cutco.*

*And the great thing is, it doesn’t even matter if they meet with me or get anything. It’s automatic. It just tells my manager I’m doing a good job. Most people agree if they like me, if they like the product and if they have fun, they’ll recommend me to some friends and family. (smile and nod) I’ll cover that at the end.”*

### 4) Additional opportunities for Seeds Planting:

- o Goals section
- o Company Page (DSA logo)
- o Forever Guarantee – “Almost all my customers are through referrals. That’s why I love my job. Nice people know nice people.”

### 5) Advanced Name Drop / Social Proof:

During the appointment, name drop the richest customers you have who they might know. Make it seem like you know everybody and you are the most connected person in the world.

This will increase your average order, the quality and quantity of your recommendations and make your customer feel like they are taking minimal risk recommending others to you.



## **The Recommendations Approach**

**You must memorize your approach, and connect with the customer with clarity and purpose.**

*“Mrs. Jones, did you enjoy the appointment? Did you see value in meeting with me? Did you learn some cool things? Awesome! Here’s how you can make a difference for other people that you know, and also help me out the most. It helps me every time I show Cutco to someone, but I can only show Cutco to people who are due for service, or to whom I have been recommended.*

*So, while I am cleaning up (and writing up your order) what I need you to do is jot down the names of at least 15 people you know who would be nice enough to talk to me on the phone.*

*Not necessarily people who would get anything, just nice people I can give a quick call to. Just so you know, these names don’t go on any mailing list, this is the main way people see Cutco, and it’s the only way I can work this (winter/spring/summer/fall). Thanks very much. I really appreciate it.”*

## **Recommendations Notebook**

You must have a place to put the recommendations. Your recommendations notebook is not just for organization. It is social proof for your customer.

As you ask for recommendations, flip through your notebook, so that the customer can see that everybody writes down 10, 15, 20, names.

This is how to arrange your pages:

***Name:      Your Relationship:      Cell #:      Location:***

## How to Ask for Recommendations

Recommendations are part of the service call. It is important that you plant seeds for recommendations throughout the appointment.

- Have confident body language and positive expectancy.
- While you say your approach, flip through your recommendations notebook, showing your customer page after page filled with recommendations.

As you complete saying your approach, hand pen and notebook to Mrs. Jones at the same time. Begin doing other work, anticipating that she also will be working on writing down names. If there is any hesitation or confusion, give her simple instructions on the notebook, and how it works:

*“Mrs. Jones, just please jot down the person’s name here, your relationship, her cell number, and her location, right here. Thanks.”*

The most important part is to encourage her to start writing. Once she gets started, she will see that it isn’t that hard and it is no big deal.

While she is writing, you are writing, cleaning up, polishing the knives, etc.

## Who do you know Questions

To help her help you, you can ask “**Who do you know who...?**” questions, such as “**Who do you know...**”

- Who plays tennis?
- Who loves to ski?
- Who goes to (expensive private school)?
- Who likes American made products?
- Who knows everybody?
- Who owns a boat?
- Who belongs to (expensive country club)?
- Who is super athletic?
- Who has the best house of everyone you know?
- Who has two bimmers?
- Who has two homes?
- Who is a super nice person?
- Who loves to travel?
- Who lives on (name of expensive street)? I’ve been to (name of another expensive street) street and (name of another expensive street) but never to (name of expensive street you just asked for).
- Who lives in (rich town)?
- Who throws pool parties?
- Who always has the best of everything?
- Who’d get a set for a beach house?
- Who entertains a lot?
- Who gives the most to charity?
- Who just bought a new home?
- Who just re-did their kitchen?
- That does love to shop?
- That’s a great networker?

## Handling Objections Confidently

Three Keys to Handling Objections:

1. Get them writing and help them get over writer's block  
*"Mrs. Jones, what most people do is get out their cell phone and just take a look. If you give me one person for each letter of the alphabet, you'll fill my page."*
2. Be a cheerleader!  
*"You're doing great, Mrs. Jones! Thanks so much. You're almost there!"*
3. Use the Magic Phrase: *"It would mean the WORLD to me."*

## Handling Objections

### 1) I don't know anybody.

*"Mrs. Jones, a lot of people say that at first, but that's because they're thinking 'Who do I know that is going to buy a set of knives?' But I'm just looking for nice people. It could be ANYBODY, Mrs. Jones. Just people who would be nice enough, like you were, just to talk to me on the phone."*

*(OPTIONAL: Using humor is great, but you must have established a good relationship first to be effective.... "You could give me Donald Duck in Disney World." What most people do is they just get out their cell phone (and school list) and put down nice people. It would mean the world to me. Thank you so much!")*

### 2) I know people, but I won't. This comes in many forms, especially "I'm not going to do that to my friends."

*"Mrs. Jones, a lot of people say that at first, but that's before they know what I'm going to do with the list. First, I'm going to ask you to give them a quick heads up so that they know I'll be calling. That way when I call, it will be a comfortable conversation."*

*When I call, all I'm going to do is ask them if they want to take a look at the product. If they say yes, great, I'll meet with them. If they say no, I'll thank them for their time. These names don't go on any mailing list, I am the only person who will call them and it's the only way I can work this (spring/summer/etc.)*

*It would really mean the world to me. So, Mrs. Jones, who do you know that's nice that I can give a quick call to?"*

3) Not now. This comes in many forms, including: “Can I give it to you later? Can I email you? Can you leave the sheet here?” etc.

*“Mrs. Jones, I’ve been doing this for (6 months / 3 years / etc.) and in my experience, if people don’t write down people now, they just never get around to it. The same reasons you don’t want to do it now are going to be even more magnified after I leave.*

*Besides, it’s going to take me a couple of minutes to write up your order / clean up, so it would mean the world to me if you could jot down the names now. Like I said, it helps me just to have them and it’s the only way I can work this (spring/summer/etc.). Thank you so much!”*

4) Everybody I know has Cutco.

*“Mrs. Jones, that’s perfect! Like I said, most of the people I meet with already have Cutco. If they already have Cutco, just let me know and when I call them, I’ll just ask if they want to have their Cutco sharpened. You’d be amazed how many people don’t realize they can have their Cutco sharpened right in their home by a rep like me. If they want the service, I’ll sharpen their Cutco. If they don’t, I’ll thank them for their time.”*

5) I did this before and people got mad.

*“Mrs. Jones, I’m really sorry that happened. But that’s not going to happen this time. We/I actually have a program in place that is designed to make sure that people aren’t surprised or caught off guard. The way that it works is...” [explain Heads Up Program]*

## 6.) The “No Big Deal” Way to Handle Objections:

*“Mrs. Jones, I totally get how you feel. People don’t go around viewing themselves as someone who automatically refers all of their friends. But really, that’s not how this is. It’s really not a big deal. Half of your friends are going to buy this stuff anyway. It’s literally just helping out a college kid / artist / cool person. I run my own company here and its all through word of mouth.*

*This is the only way I can meet these people. Some have a perception that they’re throwing their friends under the bus or something. But really, that’s not how this is. First of all, they’re going to like me, I’m going to reflect positively on you, and if they want to get some Cutco, we both know they’ll love it and have it forever. The worst thing that happens is someone asks you why you recommended me.*

*You say: “Betty, it’s not that big of a deal. He’s a nice college kid working his way through school who asked for some of my friends to see so he could get a scholarship.”*

*“Like I said, it’s not a big deal. You’re not recommending a free cruise info session kind of thing, you’re recommending a college kid who’s putting himself through school and is actually working hard. Plus, like I said, they’re going to like me. It means the world to me and most of your friends probably know what Cutco is.*

*Some of them, maybe not all of them, but some of them, are going to buy from me, they will be glad to hear about it and it will mean the world to me. So, I’d appreciate as many as you can jot down. Thanks so much!”*

### Incentives

Incentives are not necessary, but you can use incentives to increase the number of recommendations you receive.

*“Mrs. Jones, you are already at 15. If you can get to 20, I will give you a FREE peeler!!!” \**

*“Hey, Mrs. Jones, I usually don’t do this, but since you’re doing so well and you’re doing me such a huge favor, I actually want to do something special for you. I know you really love the cheese knife. If you get to 20 referrals, I can actually give you this cheese knife for free. But I can only do that if you get to 20.*

*\* Only offer them a peeler if you have it on you or if you are going to bonus it on the order.*

## Heads Up Approach

Most people want to let their friends know before they receive a call, so a “heads up” is a natural part of the process. This approach must be done with confidence, a light touch, and humor. Again, a “No Big Deal” attitude from the representative goes a long way.

*“Mrs. Jones, thank you again so much. Here’s the most important part. When I call your friends, I can say that I know you, but they don’t KNOW that I know you unless they hear it from you. I have a system that so that, when I call, it’s always a comfortable conversation.”*

*“Do you text?” “Yes.” “Perfect! May I borrow your phone? I promise I won’t do anything without your permission.”*

Write, or dictate, into the phone, the following text, or something similar:

*“Staci, my friend (your name) may be giving you a call. She came by to sharpen my Cutco knives and did a great job. It helps (your name) just to tell you about it. Please let me know if you have any major objections, but I think you’ll enjoy (your name). Thanks!”*

**“Does that look good?”**

Edit, as needed.

*“Since I know your time is precious, so what I usually do is just take 5-10 minutes to send out the texts to people. That way, everyone has a heads up, and you don’t need to do any work.”*

Most people just go: ‘Ok.’”

“On every list, Mrs. Jones, there’s usually an ‘over-reactor.’ If anyone says, ‘No, no, no,’ no big deal, I won’t call them. Just let me know. The last thing I want to do is call someone who doesn’t want to be called. The rest will appreciate it, just like you did. Most people have a great experience. The fact that we’ve been so successful over the years shows how appreciative people are of being introduced to Cutco, and to reps like me. Also, if anyone says ‘Great, I want to buy knives,’ or ‘I love Cutco!’ please let me know that too. Thanks so much.”

If the customer is more comfortable with email, you can email her.

**Subject: My friend (your name) may call :)**

**"Dear Specific Name of Specific Friend,**

**I don’t normally do this, but I just want to let you know that a very nice guy named (your name) may be reaching out to you. He stopped by our house the other day to sharpen my Cutco knives for free!**

**It helps him to show Cutco or sharpen it, even if you don’t buy anything. If you have any major objections let me know, but I think you’ll really enjoy meeting (your name), just as I did. Thanks!**

## Qualifying Recommendations

*NOTE: Only say this after they have written down ALL the leads.*

- *“Mrs. Jones, like I said, it helps me out just to show Cutco, but if people buy more, it helps me more, because I get commission. So, Mrs. Jones, of the people here, who do you think, if they did like Cutco, would literally buy anything in the entire book, regardless of the price?”*
- *“Do most people on here work, or are most people free during the day?”*

## Leap Frogging

The right customer can help you to generate appointments while you are still in her home. This will maximize your time and help to fill your schedule.

*“As you know, the hardest part of my job is scheduling appointments, because everyone is so busy, and people often don't pickup for a number they don't recognize.*

*“Is there any way that you could call these ladies (point to names) that are home during the day? See the thing is, in order to book the appointment with you, I had to call you 5 times, finally get you, explain to you what I'm doing etc. If you could call this lady this lady this lady and help set up 2 appointments for tomorrow, I'll give you (a free peeler, / knife / \$100 of free Cutco).*

*Feel free to say hi, say I'm actually right in your home right now, and then just hand me the phone. I'll do the rest. If we set up 2 appointments for today and tomorrow, I'll give you (x)!”*

If one of the recommendations has already responded to the text with an “Ok” or “Sounds good,” ask your customer to call that person, introduce you, and then pass you the phone.

Remember to thank your customer:

**“Thank you so much. This means the world to me.”**



## Appendix 5: ‘Pink Slip’ Approach & Qualifier/ Let Go

### Slips or Company Leads-

“Hi \_\_\_\_\_? This is \_\_\_\_\_ your local Cutco service representative. How are you today? I’m the local sharpening service and sales consultant in this area. The reason I’m calling is because our records indicate that you have owned your Cutco for \_\_\_\_ years and are due for your free in home sharpening. I have special tools designed to sharpen all the knives, even the ones with the teeth.

We recommend having it done about every 2-4 years and can now do it locally! I’m going to be in your area this week servicing other customers and I was wondering if \_\_\_\_\_ day at \_\_\_\_\_ or \_\_\_\_\_ time would be better for you?”

### Pink Sheet Service Call Appointment Qualifier-

“Just so you know what to expect while I am there, there are 3 parts to the service call:

¥ I am going to sharpen both your straight and DD edges so you will be cutting yourself all over again! Just kidding!

¥ I am going to cover a quick Knife 101. Basically reviewing best uses and care for the products you own. Who uses the knives the most in the house?

¥ Lastly, I’ll have my catalog with me so I can give you a quick update on all the new products and see what may make sense for your kitchen.”

¥ **If “OK”:** Firm up the appointment and have them write it down.

¥ **If “I don’t need/want anything else”:** “Is it that you don’t want/need anything else or is it just not in the budget right now?”

¥ **If “don’t want/need anything else”:** “You never know, you might see something that you like, and you’re guaranteed a discount, so the savings might be worth it. If not, that’s fine too, I’ll sharpen your knives either way!” *Firm up appointment and have them write it down.*

¥ **If “not in the budget” or “I only want sharpening”:** Refer to the ‘Positive Let Go’

### The Positive Let Go-

You could say:

*"Ok I'm in a huge contest right now, would it be alright if I give you a call later on?" then call in 3 months or 6 months.*

**-OR-**

*"OK that's cool, my goal is to service and bring you up to date on Cutco, whether you get anything or not is no big deal, I'm pretty low key."*

**-OR-**

*"I understand \_\_\_\_\_. Well, I just need to let you know that I am a fully commissioned sales rep. This is what I do to provide for my family (or pay my way through college) and I would hate to put you in a situation where you felt pressured to buy. The good news though is that there is a super easy way to get them sharpened for free still. What's the best email address for me to send you the form to send your knives back to the factory?"*

If they say, "I don't want to send them back/ be without them."

*"I know 2-3 weeks seems like a long time but, considering you have had them for \_\_\_\_ years, 2-3 weeks is not that long. So what's that email address again?"*