**ULTIMATE UPGRADE APPROACH - AKA Past Customer Booth Script**

Do you own Cutco? Oh, you DO?!

How long have you had them? NO WAY!

(You get a high five! :) And you still have all of your fingers...that's like a super, added bonus! :))

**Frame & Qualify –**Awesome, well I’m not sure if you know this but Customers actually wrote in to the factory asking we make additional pieces to compliment what they already owned… so WE DID! They are called the customer requested knives!

*Customers appears like positive & quality:* Cool if I show you how they work?

*Customer may need some qualifying:* If you *fell in love* with some of the new pieces would you ☺ MAYBE be open to adding a bit to your collection(here today)?? ☺

**YES or YES:**Ok so customers often like the little paring knife *(show)* for peeling and paring, but its too short to separate an apple or potato, so many wrote in asking for a longer blade. *Show 4” paring knife.*

Also, the original veggie knife is nice (*pull out long French Chef)* but sometimes it's nice to have a shorter, everyday utility chopper *(Petite Santoku).* It's also great for garlic, nuts, herbs and spices. You can you see how the company has been moving into making more "everyday knives"? (nod)

Etc… *Do names and uses. – CUT Potato w something (Cheese, S. cheese, S. Straight edge trimmer, Straight edge hardy slicer)****KEY Components:*** *\* Build value in key pieces, not too much time on everything, just pick a few ones you love to expand on and breeze over others. Look for head-nods so you know that they understand/are into a piece and you can move on. If not getting head-nods you might need to sell them a bit harder on names and uses. Show videos (make sure you have access to the boning knife and melon knife(salmon) videos) Keep it Simple  
\* Cut something with the potato  
\* Cover at least 7 pcs, and up to 9 or 10, depending on how into the ones they are while you cover (not liking pieces = might need to go over more pieces to get enough to create a “package” to upgrade. They need to like at least 6 or 7 I’ve found)*  
\* *If customer is resisting or saying use only a couple of knives* – **reframe mentality** “the knives are all like different tools (show my video of raw meats knife, or point out how much easier the potato cut with the second knife they cut with), like a hammer, wrench, screwdriver in the garage – we could use the wrench to put a nail in.. but the hammer makes it much easier. Now these we use a lot more than tools in the garage once a month, I mean, we eat every day, so having the proper tools in the kitchen is even MORE important. (and you do have a hammer in the garage right *(haha)?*) Yeah, these will be the most used tools in the house. *(OPTIONAL: Wave arm in a big circle:* “and of ANYTHING you could buy at this entire place, you’ll use these (hand on knives) more than anything else.  
\* Finish with two of your “favorites”, and with **enthusiasm**

“So that's pretty much it. You get some things to make life a lot easier in the kitchen, some of our best pieces, and it comes together as a bundle deal to make it easier to have. You get a place to put everything – the Knives you have at home Plus the additions, they all go in there – Cutco calls it a Knife Upgrade, just adding on to what you have. If you like I can show you how it works real quick?” *(nod)*   
  
-> OPTION 1 - NO: “A lot of people wouldn’t use the entire set here *(point at ultimate)*, so instead they are minimizing. If you had to minimize to ONLY 5, which would be the ones you would use the most? *( give them options to help get to 5. If not responding say things like* “Do you think you would use the raw meats one more or a longer paring knife?”*)*  
-> *Resistant/Want a price on just a couple of knives:* “**No problem, ok let me show you what that one would be…..actually its SUCH a crazy deal, you mind if I at least show you the 5? I would feel bad if you didn’t at least know =)”**

*Show cost on Builder Upgrade using deal sheet. Gauge reaction quickly and either close builder if they seem positive* *OR if not*: “But for you, I’d like to bring you into my Cutco Family (OR for being a loyal customer) so I’ll do just the 5 here you wanted for \_\_\_\_\_\_\_\_ *(most people will if you make it sound like a great deal, are really enthusiastic about it and confident)*

-> OPTION 2 - YES: Cool.

Because this has been such a common thing for our customers, we actually came out with an entire package revolving around it. Customers said that they liked the new pieces, but didn’t want to have to rebuy a whole new set.. So what they did is made an upgrade program, where you keep all the Cutco knives you have now, and what happens here is we just to get you a brand new block which will fit all of your original pieces you have, and all of your new knives in one spot (, and the 4 extra table knives). You'll be able to finish what you started \_\_\_\_ years ago and be done with your kitchen knives forever! :) I know you're going to love these knives EVEN MORE than the Cutco you've had so far!

*NOTE: (If they don’t like block, do trays. If they are unsure, just do both OR say: “*The important thing is that we have the correct pieces to cut things the right way. So if we focus on JUST the knives” Recalculate price without block*)*

*FAN SET SHOW (new 2023.):*

So we have some of our bigger upgrades here *(Show Deal Sheet with 3 Fan Set Options. Doing this purely for positioning, however, DO pay attention to their response for clues about where to land with what upgrade & go for a bigger one if unphased. Otherwise → ).* These have quite a bit of duplicates in them and they run $\_\_\_\_\_\_, $\_\_\_\_\_\_, and $\_\_\_\_\_\_, so if you don’t mind, I’m going to skip those for now…

We have a basic upgrade here (Show “medium” upgrade sheet(s)) for $\_\_\_\_\_\_\_\_ and a (couple of) starter upgrade(s) here (and here.) Would you like to see the difference between the two or more focus on one VS the other?

YES / Pick a set: Focus on the one they chose, or “show the difference” meaning just show the bigger option & Swap whatever you need to to make the Value high; Gifts, duplicate of favorite, accessories, outdoor stuff.

*NO / Not vibing:* Let me just skip to the baby upgrade(old school ultimate upgrade); thats just one of each type of tool. There’s no duplication in it, so it’s just like one wrench one hammer, it’s the tools we were going over earlier like the \_\_\_\_\_ and \_\_\_\_\_ and \_\_\_\_\_. So its just these here, and you get….*. (show physically whats coming, then take out the sheet that depicts the items that come in an “Old school Ultimate Upgrade & transition to price below)*

To make this really simple and easy *(show Upgrade discount sheet)*: we take the price of the complete set, which is \_\_\_\_\_\_\_, and we give you credit for what you already have. Now, I know you didn't spend anywhere near this amount but that’s the credit we give you to make the upgrade so easy.

What that does is cuts the upgrade price in half just down to \_\_\_\_\_\_. And what makes this so appealing is; not only would you use these pieces everyday and more than many of the pieces that you already have and finish what you started, but because you've worked with Cutco before, we let you split it up over 5 months. That way, you spend less on your knives than other junk you could buy here at the \_\_ (fair/show)\_\_ that you're never gonna use, see, or think about ever again. *(put hands around the knives and say)* We do eat every day..

What's nice here is, basically, for the price of a small car payment or a trip to Costco or Sam's club for a couple of months, you're completely done with your upgrade and you never have to buy knives again… (**Wrap it up and Close #1 -** *Gauge reaction. If they are seeming ready to go, ask what color they want the knife handles, and if it seems appropriate, hand them the clipboard and then just write it up. If there is hesitation then proceed with the script).* Now, there's something special we do here at the fair; I want to make sure you feel really appreciated as customers, and you like me so you buy a ton more from me in the future! :) So while I work on this extra special discount for you...between the peeler, pizza cutter, ice cream scoop, wine opener, or can opener*(Hold them out all at once in your hand towards them)*, which do you think you'd get the most value out of?

Ok, these two? These are amazing! *(build up their choices)*

Now, if I were out at your house I'd go ahead and do a block trade-in. Essentially, I'd take your block from you since you won't be using it anymore and apply that credit to your upgrade.

I'm obviously not at your house and I don't care what you do with your block but in order to get you a better deal I just ask that I'm your Cutco guy from now on and that you stay loyal to me so I can service you and help you when you need something in the future...does that sound fair? (nod)

**Wrapit Up and close 2nd option:**So what I did for you here at the fair is (show them deal pad): You're going to get all of those tools, (the 4 table knives,) the bigger block in whatever color you want and instead of getting it for the \_\_\_\_\_\_, which saves you at the event. That brings you down to \_\_\_\_\_\_ which gets you around $\_\_\_\_ a month mark...which makes this a complete no brainer.

((Now, if that's just a little too much or if you wouldn't use those pieces we can minimalize. But honestly, if you like those, you'd use them, and you can swing it budget-wise it just makes sense. ))

And just to let you know how much I appreciate you and so you'll work with me in the future, if you go ahead and do that today I'll throw in those 2 gadgets worth $\_\_\_ as a gift for you. *(pause and wait for their response)*

**IF YES:**

*“*Cool”*, high five, close with color of knives and block*

**IF NO:**

Which 3 *(or 4 depends on # of knives on table)* wouldn't you use? *(offer suggestions)*  
*OR - Can also ask –* **If you had to minimize, what would be the 5 you would use the most.** *And help them get to 5, by having them choose* “Between this one, which is the \_\_\_\_ knife or would you use the \_\_\_\_\_\_ one more?”

Show them the Builder Upgrade Deal Sheet

This will knock off around \_\_$xyz\_\_\_ and get you down to \_\_\_\_; you get 2 table knives, 5 knives, the ultimate block and sets you up for a nice finish the following year. *(Can offer a better deal to close too, under $1000, throw in ONE of the two gadgets)*

**IF STILL NO:**

OK, if I do this for you just be loyal down the road, I’m going to go ahead and make an exception here and give you ALL 5 of the knives you wanted… for only \_\_\_\_\_ *(5 knives, with the cheapest one, like a paring knife, for free. Or do 5 knives FULL price and throw in gadget. However, I find getting the price under $500 is helpful especially if it was a* ***hard*** *no on the builder upgrade.)*

*OR Based on their response; if it is BARELY a no, you can always sell the 5 knives in the Gormet block for around $700 or do around $844 Upgrade in a Signature block with 4 knives, otherwise skip this, as it could easily hurt the chance of the 5pc above, especially if they were a hard no on the Builder*

**IF STILL NO:**

Go to a discounted 5-pc special OR a 3pc special; 3+1 free