**Non Cutco Owner Approach**

“Hey, have you ever heard of Cutco before? No, do you mind if I tell you a little?”

“Cutco is an all American Made Kitchen Company out of Olean, NY. First, as a general overview, we started as a cookware company about 100 years ago, so we make professional grade cookware. It has a 5 layer construction that heats evenly, at lower temperatures and allows you to cook with less oils and sprays so your food tastes better and is better for you!” 😊

“We got famous for our knives about 75 years ago! What’s really great with these is they’ve been rated the Worlds Sharpest Knives by the History Channel. We got that rating because they typically hold an edge about 7-10 years before they need sharpening.”

“We also make one of the last 100% American Made Flatware. It’s actually 1810 stainless steel so it’s super heavy duty and dishwasher proof. It looks like your fancy stuff but it’s really designed to be your everyday stuff.”

“The best part about everything we make is that it’s backed by our forever guarantee so if you ever damage or break anything, we replace it totally free. Since all our products come with a forever guarantee, it means you can actually pass this down to your children and their children after that also.”

“So most people’s goal here is what's called our CUTCO KITCHEN *(pointing at price on the*

*kitchen)*. This is where you get all of our knives, cookware, flatware, and accessories. Now, we also have smaller variations of this. Some people like to just bundle the knives and cookware, or the flatware and the cookware, or maybe even just get a set of knives.”

“So obviously it's not cheap as you can see it’s a FOREVER INVESTMENT. A lot of

people spend double or triple this on kitchen countertops every day, and they just look pretty, none of it cooks your food. So for you guys, now that you’ve heard a little bit about us, were you more curious about the knives, the cookware, the flatware, or do you like the idea of kind of replacing everything in your kitchen so you never have to do it again?”

*(And then be quiet and let them answer)*

*(If they say knives)* - “Great! Can I show you how they cut?” *[Do Leather Demo]*

“Can I show you the most popular sets we have here at the show?”

*(If they say yes)* - “This is our best set! It’s your full toolbox for your counter, obviously you’re not going to use every single knife every day, but it's better to have it and not need it than need it and not have it. So if you guys love to cook, you chop a ton of vegetables, and you grill and

BBQ, this is the best set for you guys. It also comes with our full set of 12 steak knives. You’ll love having 12, so we don’t have to run our dishwasher every day. You can use a couple in the morning, a couple in the evening, and only have to run our dishwasher on the 3rd day. Also, it is great if you have a ton of people over. So again you’re not using all of these every day, but if you like the idea of never buying knives again this is the set for you.”

“Next this is our basic set. This is a great set for people that barely/hardly cook. They just want a good set of knives on their counter that they’ll have for the rest of your life.”

“Lastly, we have our middle set. It includes everything in our basic set plus our 4 most

popular pieces from our complete set. It includes 1 of our BBQ knives from our complete

set. *(put these pieces on the sets for life pack)* The hardy slicer is great for barbecuing, grilling,

and everything heavy duty like sweet potatoes. It also has a second chopping knife. The

#1 complaint we have with the smallest set is there’s just never enough chopping knives,

1 chopping knife is never enough, it's just always in use, it's always dirty. *(put on sets for*

*life brochure)* Next we have the cheese knife – it’s great for anything sticky, starchy,

tomatoes, potatoes. Last thing, you get our famous super shears, they come apart, they

go in the dishwasher, by the way do you have a penny? *[cut the penny]* They go through

aluminum, cardboard, battery packs.”

“Now, just so you can see what you’re missing from the full set. *(put hands around the rest of the ultimate pieces)* – You get everything I already talked about plus these additional pieces!!”

*(showing the cleaver)* “This is the heavy duty knife for all your BBQ needs, ribs, whole chickens, sectioning semi frozen ground beef, disjointing chicken wings. Most people don’t think they need it, but love it when they have it!”

*(showing the vegetable knife)* – “This is our most versatile chopping knife. You can chop with the back, slice forward with the front, and transfer ingredients to the fry pan or pot!”

*(showing the salmon knife)* – “This is the sharpest knife we make. Great for salmon, slicing brisket, and it's super flexible so you can bend the blade and use it to get melon off the rhine.”

*(showing the petite slicer)* – “This is the perfect bread knife for bagels, rolls, and small cakes that you put out when you entertain.”

*(showing the boning knife)* – “This is the perfect raw meat knife. Even if you buy boneless, skinless chicken, it's way too big a piece for most recipes. This knife is great for cutting them into cookable pieces.”

*(showing the 4” paring knife)* – “This is great for peeling and cutting up large apples, strawberries, mangos and bananas. The longer blade is great for getting inside a pepper for stuffed peppers.”

“So with the amount of cooking that gets done in your home, would you say you guys are Basic set people, Family set people, or do you think that the Complete set is right for you?”

“Cool! Just so you have a reference point, here is the pricing from some of our competitors: Wustof and Shun.”

“These sets are compared to our basic set as you can see for a set this size it normally would be \_\_\_\_\_\_\_\_\_\_ if you found it on sale it would be \_\_\_\_\_\_\_\_\_.”

“Now the set you're interested in retails for \_\_\_\_\_\_\_\_\_\_\_ our corporate package pricing that we are offering here at the fair/event is \_\_\_\_\_\_\_\_\_\_\_.”