**Cutco Owner Approach**

“Hi\_\_\_\_\_\_\_\_\_, have you heard of Cutco?”

*(When they respond, “I own some!” continue with this script)*

“You own some! That’s great! How long have you had it?”

“Great! Can you sign my happy customer list so I can share that with people who stop to look at Cutco today?”

“Just so you know Cutco has come out with new packages and programs designed for people that already own our products, do you mind if I walk through some of them with you?”

“First just as a general overview. Cutco actually started over 100 years ago as a Cookware company 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!” 😊

“Next we have our box of beauty, our 100% American made flatware. What’s great about this is how easy it is to care for. Normally when you think of high-quality flatware you think of sterling silver which requires a lot of work, you have to wash it and dry it by hand. Ours is made to be used every day so it's 100% dishwasher safe. You can just throw it in and it will still look like new.”

“Finally, with the knives, I am guessing you have a set around this size *(point at the Homemaker, wait for response)*?”

“All the pieces that you see here *(point at ultimate pieces on the board)* are customer-requested pieces that customers, just like you, wrote in and asked Cutco to make. These pieces compliment what most people usually already own. Do you mind if I walk through them really quickly to show you what each of them are for?”

*(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 santoku)* – “ This is a great versatile chopping knife. The one that all the celebrity chefs use.”

*(showing the hardy slicer)* – “This is the trimmer on steroids! Great for sawing through squashes and melons, sweet potatoes, and hard meats like pepperoni and salami.”

*(showing the cheese knife)* – “This is great for everything sticky and starchy in addition to cheese, potatoes, tomatoes, red onions, etc.”

*(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.”

“With the upgrade, you get the bigger block, super shears *(demo if they don’t have them)* either 4 more table knives or 12 bigger steak knives.”

“We have a couple different options that customers like you are taking advantage of here at the fair/event. First is the full upgrade, second is the 5 piece special where you can add on the 5 customer requested pieces that you think you’d get the most use out of. Which option would be better for you?”

*(If neither are good options)* - “We do have a buy 3 get one of our gadgets free special…”

*(If that’s not a good option)* - “Would you like to start with 1 or 2 of the customer requested pieces today?”