

**TURN EACH GIFT INTO A BRANDING OPPORTUNITY**:

* Closing Gifts
* Referral Thank you / Appreciation Party
* Holiday Gifts
* Auction / Charity donations
* A-List Clients & Raving Fans
* Advocate, Referral & Key Partners

**Step up your game! Use the gift letter on the next page to give your client the BEST experience and accomplish a few key things for your business:**

* Inform them the uses of their CUTCO gift
* Tell them how high quality your gift is so they’re excited to use it
* Another personal touch from you!

The “gift letter” adds value and — the BEST thing you can do is transfer your enthusiasm! You know CUTCO is the World’s finest cutlery, and your clients will once they USE it. The ENERGY that you hand over your gift with affects their excitement to use it.

The product is what lasts forever and produces client retention and ROI, If you really want some ideas on how to get fancy, just ask — from putting our Super Shears in a bouquet of fresh flowers to including a penny with your gift — we’ve got all the tricks.

**Some presentation tips to give your engraved CUTCO gifts include:**

Separating the closing day from when you give the gift. Pop by and deliver your gift after they’ve moved in and are settled - we can even ship it for you! Deliver your gift to your client’s office with a treat they’ll share – get them talking about you!

**If your engraved CUTCO gift has red handles, you can add this to your letter:**

CUTCO donated over $750,000 to *GO RED for Heart Disease Foundation* with their red handles

July 24, 2019

*Dear Cristiane,*

**I do my best to offer the highest quality service to my clients and only want to associate myself with the very best.** That is why I’m giving you the gift of Cutco, helping you start your own collection. If you aren't familiar, Cutco is the world's finest kitchen cutlery. They are 100 % North American made since 1949, with a FOREVER Guarantee, including free sharpening for life. We trust you’ll enjoy using them with your family and friends for years to come.

**The Cheese Knife –** *The Smooth Operator*

* Holes on the blades surface helps cheese fall away during cutting
* Use to cut vegetables and fruits
* Use to cut tomatoes and potatoes
* Perforations keep dense foods from sticking

I genuinely appreciate your helping me build my business, as I hope your Cheese Knife will serve your family well, as I serve all your real estate needs.

***The highest compliment I can receive is a referral!***

***Please spread the word about me***!

Thanks for your business,

Charles Lane

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*All CUTCO products are dishwasher safe & covered by CUTCO’s Forever Guarantee*