

NAME: _____

REP #: _____

TRAINING LEADER: _____

OFFICE #: _____



1st 10 Day Training Events

Contact Information

Advanced Training (Mon):

Day: _____ Time: _____

Office Manager Number

Weekly Team Meeting (Wed)

Day: _____ Time: _____

Vector Field Service

716-373-6146

Paycheck Meeting (Sun)

Day: _____ Time: _____

Cutco Customer Service

1-800-828-9448

Important Websites

VectorConnect.com

Create username/password, place orders, commission statements, customer database, learning library

CutcoFL.com

Demo Website

CutcoScriptFL.com

Demo Script

How to Sell (Big 4 Basics)

1. Follow the Manual
2. LIVE: Cut Food/ VIRTUAL: Show All Videos
3. Have Fun
4. Call the office for Help/ Deals

General Demo Tips

- SALES= FINDING A PROBLEM/ OFFERING A SOLUTION
- See husbands and wives together...DO NOT show husbands alone!
- Stay in control of your demo.
 - LIVE: YOU control when the slides are advanced
 - VIRTUAL: Confirm what the customer is seeing (every 1-2 slides)
- If the customer asks for prices in the middle of the demo, address it by saying:
 - "I don't want to give away the best part!"
 - "I'll go over all the prices at the end!" :-)
- Follow your manual verbatim (for at least the duration of your Fast Start Period)
- (For Virtual Demos) Confirm that the customer is experiencing the demo:
 - From their home (NOT Starbucks, neighbor's house, etc.)
 - From a laptop or desktop computer (NOT a cell phone)

Showing Cutco Owners

- Complete FULL Presentation
- Review the knives they already own/ suggest adding the missing knives (UPGRADE)
 - "Where is your block? You don't have a block!?"
- Ask for a customer testimonial picture & Social Media shout-out!
- UPGRADE: They buy the bigger block and knives they're missing in the new/ bigger set

DEMO START

(OBJECTIVE: Connect with Client)

(Recommended 5-10 minutes)

“Before we get started Mrs. _____, can you go grab your **favorite straight edge knife** and **steak knife**?”

[pull up www.CutcoFL.com]

(Get to know them or catch up / Ask a lot of questions before getting started!)

- “What do you do for work? Tell me about that!”
- “Do you have any kids? How old? College? That’s awesome!”
- “What’d you want to do when you were my age?”
- “I want to be a _____ when I graduate. Any tips?”
- “**Ask about who recommended them?**”
- “What does your spouse do?”

Personal Story

“Let me tell you a little bit more about me...” (School / Major, Hobbies, Family, Dream Job)

“Thank you so much for taking the time to see my presentation—it really means a lot!”

“Before we get started, I want to make **3 promises** with you.”

1. “My **first promise** is that I promise we’re gonna have a ton of fun today! Sound good?”
2. “My **second promise** is a promise I want you to make to me; I want you to promise me that you won’t buy just to be nice. Cutco is **really, REALLY** high quality and **REALLY, REALLY** expensive. So, I only want you to buy it if you **truly** like Cutco and see the value in it. At the end of the demo, I’m going to ask you if you want to buy. And I just encourage everybody to keep an open mind because it’s a great product...”
(insert personal story if you have it)
3. “And the **third promise** is one I’d like to make together. And that is if you like me... you’ll recommend me to some of your friends... since that’s exclusively how I grow my business. But **ONLY** if you like me!! Sound fair enough?”

“My #1 goal of the presentation is that you like me enough to refer me to a million people!”

Tie Into Goals

“So, let’s go ahead and get started... Mrs. _____, do you mind if I share some of my goals with you?”
“Here’s why I’m selling Cutco...” (Skills / Experience / Resume / Future)

*Slide #2

New Rep: “I just started my Fast Start Contest. I have 10 days to... _____”
Experienced Rep: “I’m in our _____ contest, I have (TIME PERIOD) to sell (\$ GOAL).” **(Share your WHY)**

*Slide #3

“Through Cutco, I can earn a President’s Club letter, which will look amazing on my resume.”

*Slide #4

(FT students): “I also have a chance to win an All-American Scholarship to help with school...”
(Explain that the scholarship program is based on sales AND networking)

(Non students): “Our students are able to win a scholarship. Even though I don’t qualify, I think it’s great that the company has a big student focus! Student loans are expensive!”

*Slide #5

“Real quick Mrs. _____ I always give people a chance to WIN FREE CUTCO... So, at the end when I ask for referrals you can win free stuff just by referring me to your awesome friends.”

****SCREEN SHARE or SHOW printed SPONSOR/Scholarship PAGE****

To Print: Download at <https://www.cutcoscriptfl.com/>

“So, here is my **Sponsor Hall of Fame** sheet, these are super awesome people that have helped me out sooooo much by referring me to cool people like yourself.”

“Recognize any names?”

“Mrs. _____, since I just started, so I’m going to be reading from my manual. Is that okay?”

*Slide #6

COMPANY

(OBJECTIVE: Establish Credibility)

“Let me tell you a little bit about the COMPANY...”

“Since **1949**, all of our Cutco knives have been made in the **US** in our factory located in **Olean, New York.**”

“We sell over \$330 million worth of Cutco sets annually and have over 19 million customers!”“One of the reasons so many people buy is we have **NO interest monthly investment options** so you don’t have to pay for it all at once, and you can **use it every day, and never have to replace it!**”

“You may have seen our sets on TV on shows like *Modern Marvels* and *Made in America.*”

“Cutco is also the proud producer of many **KA-BAR®** Knives, used by both military & law enforcement agents.”

“We also participate and donate to MANY local and national charities such as Feeding America and The Make-a-Wish Foundation.”

“So, to start off, I’d like to show you a product that demonstrate the quality of Cutco:”

***Slide #7**

SHEARS DEMONSTRATION

(OBJECTIVE: Eliminate NO-Sales)

“These are our Super Shears: Everyone loves our shears!”

“Go ahead and click the Super Shears video on the right.”

“The **high-carbon, stainless steel** makes them good for everything in the kitchen as well as indoor and outdoor projects. They are dishwasher safe and come apart for easy cleaning.”

“They fit right and left handed people, big hands/small hands, and they’re great for chicken bones, cutting the stems off broccoli, metal, cutting cardboard, and the tough “Costco” plastic. Pretty much anything you have the hand-strength for.”

“Now let me show you where we got the idea for Cutco...”

***Slide #8**

IDENTIFY THE PROBLEM/ JUNK KNIVES

(OBJECTIVE: Create a Need)

“Does this drawer look familiar to you?” (Wait for an answer) “Yeah most people laugh at this... :)” “I’m not sure if this relates to you or not, but the reason why so many people choose to buy Cutco is because of the problems that it solves.”

“**Problem #1** is what most people are really annoyed with... is buying knives... they’re sharp when they’re BRAND NEW, and then they’re dull in a few weeks. And most people don’t know how or where to get them sharpened, so they buy more.”

- “Most knives are made of cheap stainless steel which dulls really fast or carbon steel which rusts over time. And most knives have a **PARTIAL TANG** with less steel, making them weak and unbalanced...”
- “**There are two types of edges:**”
 - “**SERRATED EDGES** rip and tear your food and cannot be resharpened”
 - “**STRAIGHT EDGES** make a smooth cut but need to be sharpened constantly.”
- “As a result, cheap knives cost a lot over time.”
- **As an example:**
 - **Average junk knife = \$10.**
 - **Average of 10 knives in a set = \$100 for the set.**
 - **Replaced every 2 years for 40 years = 20 replacements.**
 - **Which = \$2,000 on junk knives over a lifetime.**

“**Problem #2** is having a hodge-podge of random junk knives. People get rid of the dull knives they used in the set, and keep the random knives that never got used and throw them in the drawer. Then they have to buy a new set.”

“**Problem #3** is that 99% of knives are not dishwasher safe.”

- “They have wooden or cheap plastic handles that are not safe in the dishwasher and do not hold up over time.”
- “Wooden handles are SUPER unsanitary. They pick up odors, grease, bacteria, dirt, blood, hand sweat, and germs.” (**GROSS FACE**)
- “As bad as wooden handles are... plastic is MUCH worse... it’s slippery when wet and extremely dangerous while you’re cutting!”

“**Problem 4** is that life happens (haha). Things break, knives melt, and then they have to buy a whole new set.”

“**Which one of those problems do you relate to the most?**” (Repeat back)

“Got it, so Mrs. _____? Tell me more about that? Isn’t that frustrating?!”

**IF YOUR CUSTOMER HAS A HIGH QUALITY SET
(HIGH QUALITY = WUSTHOF, HENCKELS, or SHUN)**

“Mrs. _____, some customers like yourself know that you get what you pay for. Now even the best knives sold in stores have some common complaints:”

- *“They must be sharpened regularly”*
- *“They **MUST** be hand washed, not made for the dishwasher*
- *“They need to be replaced every 5 - 7 years”*

Slide #9

“Let me show you how Cutco SOLVES ALL OF THESE PROBLEMS”

FEATURES & BENEFITS

(OBJECTIVE: Offer A Solution & Build Value)

“Our knives are made from **440A High Carbon Surgical Stainless Steel** so it's the best of both worlds...It's one step below Magnetic Stainless Steel (**what they build the ships out of for the NAVY**) And so, it's way more **expensive** than your typical knife, but it's worth it because it's going to stay sharp and stay looking brand new for decades.”

“All of our knives have a **Wedge lock handle**, so it's made to fit your hand which everyone enjoys... it's so comfortable.” **[if in person hand them the trimmer]**

“And this makes Cutco way more **expensive**, but worth it because it's comfortable and safe. Plus, it's the only knife handle that's ever been endorsed by the American Arthritis Association”

“Our knives have **3 Nickel-Silver alloy rivets** and it has a **full tang construction** so it's the safest in terms of not being able to be broken while using it. Using the extra steel is more **expensive**, but it's worth it for better strength and balance! ”

*Slide #10

“Lastly, our most famous feature is our Cutco Double-D® Edge. We don't make serrated knives so ALL of our knives can be sharpened. If you look at the picture it is designed to cut forward, backward, and straight down. So, it cuts just like a straight edge but stays sharp for up to 10 years. Cutco has been ranked the world's sharpest knife which also makes it the safest knife.”

“The points protect the recessed edges from dulling on the cutting board, keeping each knife sharp and they can still be **re-sharpened!**”

“While most of our knives have the Double-D® edge for cutting back and forth, some Cutco knives have straight edges for chopping, dicing, and precision cutting.”

“This unique edge uses expensive technology but it's well worth it!”

“Go ahead and click the video on the right. This is one of our managers comparing how the different types of edges work...”

(For LIVE Demo) CONDUCT ROPE DEMONSTRATION

“Mrs. _____, now let's do the demonstration for ourselves

- (Step 1) One long cut with their straight edge knife, then back and forth.
- (Step 2) Cutco Petite Carver (Push down, one slow cut)

Slide #11*FOREVER GUARANTEE****(OBJECTIVE: Create Long-Term Value)****“The BEST THING about Cutco is our 4-Part Forever Guarantee.”****“Cutco is one of the only products that you can **buy once, use every day, and never have to replace.** The product is your proof of purchase and you can pass it down generation to generation.”**

- **“Forever Performance”**
 - “If anything ever goes wrong with your Cutco, just send it back to the factory and the company will fix or replace it for free.”
 - “You’ll never have to pay to replace your knives.”
- **“Forever Sharpness”**
 - “Whenever your Cutco needs sharpening, just send it back and it will be sharpened for free.”
 - “All you pay for is the shipping.”
- **“Unconventional Use”**
 - “If you (or your spouse!) ever happen to destroy your Cutco through unconventional use, you can get it replaced for half price.”

“Mrs. _____, do you feel like you can make a better decision on the spot?.... OR by trying something out first?” **(Wait for an answer, they usually say “trying something out first”)**

- **“15 Day Unconditional Money Back Guarantee”**
 - “We have a three week (15 business days) risk free, money-back guarantee.”
 - “If you’re not satisfied for any reason at all, you can get a full refund.”
 - (15 days starts when product is received)
 - “Most of my clients use our NO-interest monthly investment options so you don’t have to pay for it all at once, and you can try out the set that you like.

(If spouse is not present): Mrs. _____, we can’t always see both spouses together, so you can try out Cutco together for a few weeks, risk free, to make sure you both love it.

“You get my Personal Guarantee as well. Everything we make has a Forever Guarantee so that means **FREE sharpening** for the rest of your life. The coolest part of the deal with Cutco Mrs. _____ is that you get me as your cutco guy/girl. So, I’ll stay in touch to help sharpen your knives. Sounds good?”

Slide #12*NAMES & USES (BASIC HOMEMAKER PIECES****(OBJECTIVE: Create Specific Need)**

“So, Mrs. _____, the best way to buy Cutco is in a set... They are heavily discounted, look beautiful and I can hook it up with an awesome deal on a set. Obviously, you can buy a-la-carte but it's more expensive!

“We have two larger set options for customers who **love** to cook, called the Ultimate and Signature. But, I'm going to start with the pieces in our **BASIC SET**, which is the most popular. It's called the **HOMEMAKER+8.**”

“It's the best value for the average family and it starts with your...”

***Slide #13 “Do you see the Paring knife slide?”**

“**So, this is the Paring Knife...** It's Cutco's “Air Knife” - it has a long handle, making peeling and paring comfortable. You'll use this for small jobs in the air like apples, strawberries and bananas, but rarely on the cutting board, that's why you have your Trimmer!”

***Slide #14**

“**The next tool in your set is the Trimmer...** This is your “Small Utility Knife” for small fruits and veggies. **Go ahead and play the video on the right...** You'll never smash a tomato ever again! It's also great for cucumbers, oranges, lemons, and limes and awesome for slicing raw chicken into strips. Which color do you like better, black, white, or red handles?” **[Wait for an answer]** “The Trimmer is easily the most popular knife in all of our sets! Everyone loves the versatility of the Trimmer, but it's never used for spreading or serving, that's why you have your Spatula Spreader”

***Slide #15**

“**The next tool in your set is the Spatula Spreader**”

“**Play the video on the right...**” “The wide, flexible DD edge on this piece allows you to cut, spread, and serve sandwiches, bagels, lasagna, and cake! It's perfect for getting peanut butter and jelly out of a jar with super smooth spreading or getting brownies out of the pan... But you'll never use it on meat or large vegetables, that's why you have your small carving knife...”

***Slide #16**

“**The next tool in your set is the Petite Carver**”

“**Play the video on the right...** This “Large Utility Knife” is your everyday meat knife for chicken and small roasts. Anything under 5 pounds. It's also for large summer fruits and tough vegetables. Wait till you see this one glide through a pineapple!”

“The Fork has three sharp tines that make it easy to turn meats and veggies and get things out of jars. None of the pieces so far are used for larger foods, that's why you have your...”

***Slide #17**

“The next tool in your set is the Heavy Duty Butcher Knife... aka the melon knife”

“Go ahead and play the video on the right.. This **“Heavy Duty”** knife disjoints large meats and is also great for melons and squash and separating frozen foods like hot dogs and hamburgers.”

“This knife is great for your tough jobs... I always relate it to snow boots or work boots. You don't always need them but when you do you're happy to have them, so this knife is for your tough jobs... But it's not a chopping knife, that's why you have your...”

***Slide #18**

“The Petite Chef” has a high knuckle clearance making it comfortable & safer for dicing, mincing, and chopping. This **“Delicate Chopper”** is great for the 6 S's—soup, salad, stir fry, stew, stuffing, & salsa! Chef knives are for chopping, not slicing; that's why you have your...”

Slide #19*Slicer (9 3/4”)**

“It's the best bread knife in the world, and the long DD edge makes it great for cutting cakes, shredding lettuce, and slicing boneless meats. But it's not for anything with a bone; that's why we have your...”

Slide #20*Master Carving Set-**

“It's like your **“Spare Tire”**. You won't use it every day, but you'll be glad you have it! Do you ever BBQ or host family dinners? You'll need it for BBQ, big roasts, and family occasions. Having both forks in the set is important; the turning fork picks food up while the carving fork holds meat down and is wide enough to go around the bones.”

“Can you see how over a lifetime you're going to use every tool in your basic set?” [Head nod]

Slide #21**TABLE KNIVES/STEAK KNIVES**

“Now with our two larger sets, you can have the option to have Table Knives or upgrade to the Steak Knives. Your Table Knives are used for every meal: breakfast, lunch, and dinner. The wide blade and rounded tip makes it safer and great for spreading, but with the Double-D® edge!”

“We recommend two Table Knives or two Steak Knives per family member so you don't have to wash them after every meal. Let's see how our Table Knives work on some tough leather...”

[*click the table knife video on the right*](#)

(For LIVE Demo) CONDUCT LEATHER DEMONSTRATION

“Mrs. _____, now let’s also do this demonstration for ourselves

- (Step 1) One long cut with their straight edge knife, then back and forth.
- (Step 2) Cutco Petite Carver (Push down, one slow cut)

[*Slide #22](#)

“For customers who like the feel of a larger "steakhouse style" **STEAK KNIFE**. The Steak Knife is the same length of the trimmer (**Hold up Trimmer if you have one (it’s similar), or Steak Knife**) but with a wider blade and rounded tip. A lot of people ask what’s the difference and I relate it back to cars... you can have cloth seats or leather seats. Cloth is nice and gets the job done like our table knives, or you can have leather seats. The leather seats are like our Steak Knives, a little more expensive but sleek and beautiful.”

“So if you were considering a set of Cutco, would you want the table knives or would steak knives be better for you?”

[*Slide #23](#)

KITCHEN TOOLS / ENTERTAINER PACK

“Great! So, to complement your Set, we also have incredible KITCHEN TOOLS & GADGETS.”

“The 5-piece Kitchen Tool Set matches the rest of your set and comes in a wood block for easy storage. It comes with a Basting Spoon, Slotted Spoon, Spatula, Wisk, and Ladle”

“Our 4-piece Entertainer Pack has comfort-grip handles and is, of course, forever guaranteed. It comes with our 4 most popular gadgets all in one pack.

“We’re going to play these short videos one at a time starting with the...”

- **Cheese Knife** - “It has holes so the cheese doesn’t stick to it - it’s also great for potatoes, apples, and pepperoni. This thing is awesome!” [\(Play video\)](#)
- **Pizza Cutter** - “The blade comes out for easy cleaning” [\(Play video\)](#)
- **Peeler** - It peels in both directions!” [\(Play video\)](#)
- **Ice Cream Scoop** - “It goes right through rock hard ice cream and is also great for getting the seeds out of melon” [\(Play video\)](#) [\(After the last video ends: *Slide #24*](#)

CLOSING

SUMMARY & WHY SETS

(OBJECTIVE: Make a sale)

“Mrs. _____, let me review why so many people choose to invest in a set of Cutco:”

- “You’ll always have sharp American made knives that are comfortable, safe, and sanitary.”
- “Cutco is guaranteed to last forever so it would be the last set of knives you’d ever buy.”
- “And buying a Cutco set saves a TON of money! Most customers who buy Cutco eat out less...”
- **“If that saves \$100 a month, it’s \$1200 saved this year—Over 25 years you’ll save \$30,000!”**

“There are several reasons why so many customers choose sets”:

- “Cutco sets have the **right tool for the right job.**”
- “Cutco sets have a **built-in discount so it’s CHEAPER.**”
- “Sets come with a **FREE cutting board and other FREE STUFF.**”
- “Sets are much **SAFER** because they come in a **block or tray.**”
- “And we have **interest-free** monthly investment options so you don’t have to pay for it all at once!”

SELECTING THE BEST OPTION

“Alright Mrs. _____, let’s go ahead and pick the best set for you and your family for the next 10, 15, 20+ years...Now, you’re probably wondering ‘how much does this stuff cost?’ Haha!”

*Slide #25

“I have a price comparison for our top competitors, **Wusthof** and **Shun**. Have you heard of them before?”

“You can’t compare Cutco to knives sold in department stores like JC-Penny, Macy’s or Target. You really have to compare it to the best knives sold in stores at places like Williams Sonoma.

“The price for this Wusthof set is \$2,795 (**two thousand, seven hundred and ninety-five dollars**), and the price of the Shun set is \$5,079 (**five thousand and seventy nine dollars**)... Sometimes, you can find it on sale for \$3,499 (**Three thousand, five hundred**). There are some major differences between these brands and Cutco:

- Shun is made in Japan, Cutco is Made in the United States
- Shun is not dishwasher safe and Cutco is
- Shun is not guaranteed forever, while Cutco does have the Forever Guarantee
- Just considering the guarantee it should be twice as much as the Shun set right?

“Well at twice the value, it should be twice the price, right? So, that means our basic Homemaker set should cost \$5400 (**Five Thousand Four Hundred**) and our Complete set should be over \$10,000 (**Ten Thousand**). BUT then, you’re done with knives for the rest of your life and you can pass it down to your kids...!”

“So, let me show you what you get.....”

CLOSING

*Slide #26

“This is our Complete Set. It’s for people who LOVE to cook, entertain a TON, or just have a really nice kitchen. It’s a food processor in a block. Pretty much everybody eventually gets this set; some of our clients just go ahead and get it right away.” *click to slide #27 “This is our Family Set. It’s in between the Basic set and the Complete set.” *click to slide #28

“As I said earlier, our Homemaker+8 is our most popular set. It’s perfect for families that cook 2-3 times a week. It has the ten basic tools I explained earlier, 8 Table Knives, the woodblock, and a sharpener for straight edges.”

“We also have a Homemaker set without Table Knives. Some people like to keep their table knives in the drawer...”

If you **were** considering a set of Cutco, would you prefer the set with the Table Knives? **[head nod yes]**”

“The great thing is that it doesn’t **quite** cost \$5400 (**Five Thousand Four Hundred**)...In fact, it doesn’t even cost as much as the Wusthof price of \$2,700 (**Two Thousand Seven Hundred**).”

*Slide #29

“The Homemaker+8 Set is only \$_____ (_____) paid in full, which includes shipping. And most of our customers take advantage of our 5-month, interest-free easy pay option which is only \$_____ today and that includes tax.”

BUY NOW BONUS

“We have a bonus where, if you buy now, I can give you the entire Kitchen Tool Set, the Entertainer Pack, or a pair of Super Shears for FREE! Which one do you think you’d prefer?”

[wait for answer and compliment choice]

- ASK FOR THE ORDER:** “So, Mrs./ Mr. _____, I wouldn’t be doing my job if I didn’t ask you...Would you like to try out the Homemaker Set today and get your FREE gifts?” **[Smile, nod, and wait for an answer]**

IF YES: “Congratulations! You’re going to love your Cutco.

CALL THE OFFICE TO CHECK IN (for Deals on Bigger Sets): “OK Mrs _____, since I’m new, this is where I check in with my office.”

OFFICE PHONE #: _____

(After Check In, Show 2 Larger Sets)

“Before I write that up, let me show you the prices for our two sets that come with steak knives.”

*Slide #30

*Accessories Pg. 16: Flatware, Pots and Pans, gifts, accessories, bulk orders...

Ultimate w/ Steak Knives: Total \$_____ Monthly \$_____	Signature w/ Steak Knives Total \$_____ Monthly \$_____
Ultimate w/ Table Knives: Total \$_____ Monthly \$_____	Signature w/ Table Knives Total \$_____ Monthly \$_____

CLOSING

IF NO: “No problem! :-) If you don’t mind me asking, what is it about the Homemaker you’re unsure of... Was it Too Much for the Price or Too Many Pieces?”

CALL THE OFFICE TO CHECK IN (for discounts and/ or direction): “OK Mrs _____, since I’m new, this is where I check in with my office.”

OFFICE PHONE #: _____

(After Check In, Show Deal/ Discounts OR Drop Down to Galley Set)

HANDLING KNEE-JERK REACTIONS

Too Much Money/Can’t Afford it: “I completely understand. \$_____ is a lot all at once. That’s why most of our customers split it up over 5 months, interest free. It would only be \$330 per month. How does that sound?” **(Call the office)**

I Need to Think About it: “I completely understand. \$_____ is a lot of money to be impulsive. That’s why most customers take advantage of the 15-day trial. If you don’t love it after a few weeks, you can send it back and get a full refund. On the 5-month plan, you can try it out for only \$330 today. How does that sound?” **(Call the office)**

Need to talk to Spouse (husband): “I completely understand. That’s why most customers use the 15-day trial to make sure he can really see the value. If he doesn’t love it, send it back and get a full refund. On the 5- month plan, you both can try it out for only \$330 today. How does that sound?” **(Call the office)**

Too Many Pieces: “I completely understand. At first, 10 pieces seems like a lot. After 15 days, if there is a piece or a few pieces you’re still unsure of, you can return and get refunded for those pieces. How does that sound?” **(Call the office)**

Can I buy pieces?: “Of course! However, our sets are discounted, they’re safer, and you get free stuff. If you don’t mind, I’ll show you our sets and if none of them appeal to you, we can pick whatever pieces you want!” **(Call the office)**

I definitely want to buy later: Give a better deal (call office) or drop down to a smaller set. “Mrs. _____, you don’t have to buy anything today. Do you mind if I go through the rest of the demo just so I can practice?” **(Call the office)**

IF STILL NO: “ Let’s skip to the next set, which is our Galley +6. It’s one of our most popular options...”

DROPPING DOWN

*Slide #31

GALLEY +6 **(DROP DOWN OPTIONS)**

***GO SLOW, don't skip options**
***As the price goes down, increase enthusiasm!**

"Next is our **GALLEY SET**..."

"The Galley Set is a perfect starter set and it'll take care of all your needs..." **(Explain pieces in set)**

"We took out the big butcher knife and the big carving knife that **you probably wouldn't use often**. It's got the Paring knife, the Trimmer, the Spatula, the Petite Carver and Fork, and a Slicer for bread, and it still comes with 6 Table Knives."

"It's a few less knives... for a lot less money! Instead of paying \$_____ for the Homemaker Set..."

"The Galley+6 Set is only \$_____ or \$_____ per month for 5 months (interest free)" (Only \$_____ per week!)

The "Basic Galley is only \$_____ or \$_____ per month for 5 months (interest free)" (Only \$_____ per week!)

"If you get either set today, I can still include the Kitchen Tools, Entertainer Pack, or Super Shears for free!!"

- Ask for the Order:** "Is that something you'd like to get?"
(free items may be substituted for items of equal or lower value)

If Yes: "Congratulations! You're going to love your Cutco! While I write that up, let's look at accessories."

(Call office for a deal!)

If still No: *Call the office for a deal then drop down*

*slide #32

DROPPING DOWN

STARTER SETS (DROP DOWN OPTIONS)

Step 1: “These next two slides show the starter sets... Great for building up over time and gifts for family and friends!” **Explain Each Set (review all pieces in the set)**

Essentials +5 and Studio +4: “Basic sets in smaller blocks but get the job done!” (Show pieces on the slide)

*slide #33

Space Saver: “For small kitchens, boats, campers, and RVs” (Show pieces on the slide)

All Knife and Kitchenette Trays: “Safe storage trays / Alternative to block” (Show pieces on the slide)

Gourmet Set: “For Cutco owners / Alternative cuisine” (Show pieces on the slide)

Step 2: “Out of these starter sets, which combination do you like the best?”

Present price of favorite starter set only...

Step 3: “That set is only ____ per month for 5 months (which includes tax) or ____ in full.”

(Write down prices for the customer)

Starter Sets			
Set	(Estimated w/ tax)	In Full	Per Week
Essentials +5			
Essentials Basic			
Studio +4			
Studio Basic			
Space Saver			
All-Knife			
Kitchenette			
Gourmet			

Step 4:

- Ask for the Order:** “If you get this set today, you can still have the _____ for free! Is that something you’d be interested in getting today?”

If yes: “Congratulations! You’re going to love Cutco! While I write that up, let’s look at accessories.”

If no / unsure: CALL OFFICE FOR DEAL or “No problem, you can customize your own set. And even with a custom set you can break it up over a few months. Let me show you how it works...”

DROPPING DOWN

*slide #34

CUSTOMIZED SETS **(DROP DOWN OPTIONS)**

"Mrs. _____, you can customize your own set and I can still get you something for free..."

"Let's make a list of your 5 favorite pieces you see yourself using the most" [Vectorconnect.com for prices]

- Ask for the Order:** "If you get those 5, I can give you _____ for free! How does that sound?"

<p>Special #1 "Pick 5 Special" Pick any 5 knives and receive Super Shears or 4 table knives free! <i>(Special excludes table knives)</i></p>
<p>Special #2 "Buy 3 get 1 free" Buy any 3 knives & get the 4th free! <i>(least expensive piece for free)</i></p>
<p>Special #3 "Pick 2" Pick any 2 knives (totaling over \$125) and get a Veggie Peeler, Ice Cream Scoop, or Large Cutting Board for Free!</p>

- Ask for the Order:** "We could just do your top 3 and I can give you 4th knife for free! Is that better?"

- Ask for the Order:** "Ok.. how about your top 2 and I'll give you your favorite gadget for free?"

****Always write down prices for the customer with payment options****

5 month = total price \$400+ 3 month = total price \$200+ 2 month = total price \$70+

RESERVE THE BUY NOW BONUS **(Sell one piece now and sell a SET later!)**

"Mrs. _____, as long as you get at least something today my office will allow me to throw in free stuff when you get something later. It's called **reserving the Buy-Now Bonus**. And of course, you'd still be helping me toward my goals. Let's see how much your favorite piece would be... ..which piece is your #1 favorite piece of Cutco?"

Ex: Trimmer = \$81 (with tax & admin fee) is roughly \$45 per month or a little more than \$1 per day

"That is only \$_____ which is only _____ per month on a 2-pay plan which breaks down to only _____/day."

"You can try it for 2 wks & if you like it, keep it and if not just return for a full refund, but I'm sure you'll love it."

- Ask for the Order:** "Would you like to get that piece today?"

You can put any order over \$70 retail price on a 2-pay. Recommend a DD edge to start with.

Don't Forget Accessories and Gadgets! [Next Slide Show below]

slide #1, #2, #3, #4

Cookware *(have the customer play the video)*

- "It's just like the knives, top of the line quality and forever guaranteed!"
- "BUY SETS OR INDIVIDUAL PIECES"
- "Distribute heat evenly: Cooks from top to bottom and sides-in cutting cooking time in half!"
- "Low-moisture and oil-less cooking (you can still use water like your old pots) "
- "Stay cool handles for safety"
- "Dishwasher safe"
- "Forever guaranteed just like everything Cutco makes!"
- "About 60% of the price of comparable store brands like Westbend, RegalWare, SaladMaster, Wearever, Royal Prestige, KitchenCraft, AmeriCraft, LusterCraft, etc. (no middle man!)"

slide #5

Forever Flatware

- "18/10 Stainless Steel (won't bend or snap, and resists rusting!)"
- "Dishwasher safe"
- "Timeless, classy design that doesn't change"
- "Easy to replace missing pieces; no mix-matched flatware!"
- "Most high end flatware is around \$150 per place setting. **Cutco Flatware is higher quality, lower priced, and forever guaranteed. 12-Piece Flatware Chest includes a built-in 33% discount.**"

"How do you feel about having everything match in your kitchen?" "Do you want to get it?"

slide #6, & #7

Outdoor Knives

- "Ka-Bar: official combat knives of the US Military"
- "Fisherman Solution"

****PLAY THE VIDEO!****

- "Hunting Knife" "Pocket Knives"
- "We have some really great hunting and sporting knives and the prices on these are lower than you'd probably expect for super high-end hunting knives."

slide #8

- **Gardening Set:** "These are the only garden tools on the market that are guaranteed forever. Rated by Home & Garden Industry as #1 trusted garden tools. Holds 300 pounds of torque pressure without bending or breaking. Yellow makes them easy to find in messy soil (or in the dark). Steel goes all the way to the bottoms of the handles. You can drive over them with a car and they won't break"

slide #9

- **BBQ Set:** “18 inches long, and forever guaranteed!”

slide #10 - #14

- **Table/Steak Knives/Stainless Table Knives** - “Customers can get individually or in sets!”
- **Gadgets** - “Wine Opener, Can Opener, Entertainer Pack!”
- **Gift Sets:** “Great for weddings, anniversaries, or any gift occasion!”

“Did you have any gifts that you wanted to get anyone?”

slide #15

- **Engraving:** “We also have an engraving department that does all kinds of personalizations and also business and corporate gifts. Lots of companies give a gift basket of something that will be gone in a week or two. Cutco is something they'll use everyday forever and they'll be **staring at your company's name or logo** every time they use it. No better way to stay top of mind!”

“We also have volume pricing discounts too if someone wants to place a larger order.”

“Do you own a business or ever do client appreciation gifts?”

****CALL THE OFFICE FOR BULK DISCOUNT PRICING****

****Business orders range from \$1k to \$100k (You get full commission!)****

5-Month Follow Up

Keep a wish list for your clients.

“I like making a wish list for ALL of my clients. If you decide to add more Cutco to your collection, I'll be able to give you the best deal possible...”

“We're going to start by making your wish list. These aren't necessarily things you are going to buy today, but as your rep I'll be able to keep track of what you like for future reference. Basically, if Cutco were FREE, what would you add to your set? What do you want me to follow up on in 5 months?”

SET UPGRADES

1. Review current Cutco tools and uses for each. Ask questions!
2. Show other set options, starting with the Ultimate Set.
3. Highlight missing pieces and promote uses and value of each. Cut Food!
4. Promote Table Knives: “In a perfect world, how many Table Knives would you want; 8, 10, or 12?”
5. Take out a piece of paper and price out all of the items.
6. Don't forget Block, Sharpener, and Cutting Boards.

HOW TO CLOSE THEM IN THE FUTURE OR 2nd+ TIME SEEING CUTCO

“Mrs. _____, do you remember the first time you bought Cutco? Do you remember how much you paid for it? Of course not, most people don’t.”

“As you know, Cutco isn’t cheap but it’s totally worth the investment. Sometimes it’s tough to make a decision, but once you do you’ll thank yourself for years to come. I’m going to make you the best deal possible!”

The total value of everything on your wish list is:	_____	TOTAL
I can get that down to:	_____	SAVINGS
That’s a savings of:	_____	DISCOUNT
On a 5-pay investment plan, that’s only:	_____	TODAY

If first deal doesn’t work, DROP DOWN:

“Which few pieces aren’t as necessary?” **(Make a new deal with remaining pieces)**

Keep track of what clients want to get in the future. Example: Client buys a homemaker set, but wants to buy the pots and pans or Flatware.

Ask: “When do you want me to follow up?”

RECOMMENDATIONS

Need to save time at the end of the demo before placing the order!

Sponsorship & Social Proof

STEP 1:

“Mrs. _____, what did you think about my demo?” *[Wait for answer]*

“Did you like Cutco? *[SMILE and Wait for answer]*

Did I do a good job? *[Nod your head and SMILE and Wait for answer]*

If someone had the time, could you think of any reason that someone wouldn't want to at least *SEE* Cutco and meet me...**as long as they had the time?**

Great! Because there is one more very important part and **here's where you can REALLY help me out!**

- **[BIG SMILE]**

I get paid every time I *SHOW* Cutco, but I can only call people I have been personally recommended to.

So, while I clean up and turn in your order, *what I need you to do* is help me jot down 2-3... HUNDRED people that you think **might** be nice enough to help me out! 😊

- **[Show rec binder, flip through pages]**

I'm just kidding.. Everyone gives me 10-20! They **ONLY** go to me... not to the company... and by the way, I am **NOT** looking for people that you think will buy, **just people nice like you, who MIGHT be willing to take a look!**

And, you can really, **REALLY** help me out by becoming a SPONSOR.

When you give me 10 recommendations you become a sponsor, when you give me 20, you become a double sponsor! Once I have 50 people sponsor me, *I get a \$150 scholarship to help pay for books and school supplies* – and **ALL** you have to do to become a sponsor is **JUST** get to the first level at 10. (**AAAnd... If you become a double sponsor, I can give your favorite gadget for free!!**)

- **[In person]** “Here's a pen and a sheet of paper, jot down as many as you can! Thank you SO much, I really appreciate your help!” **[Break eye contact and start cleaning up]**
- **[Virtual]** “I've got a pen and a sheet of paper, I'll jot them down while you list them out! We'll start with names and come back to numbers.. So, who do you know that's nice?”

*** Sponsor spreadsheet: www.CutcoScriptFL.com***

STEP 2: Thought jog to get them to 20, 30+

“I mentioned I’m in school to be a _____ major... who do you know that does that as a career that you could recommend me to?”

- Ideas for the customer: **Address book, cell phone, directory**
- **Thought joggers:** Friends, family, neighbors, co-workers, etc. Lookers, not buyers!
- **Who do you know who that...?** Lives in (_____ neighborhood) Or Loves to cook, etc.
- **Have Fun / Make them laugh:** “Can you jot down your top 100-200 friends? Just kidding, 10-20 is perfect!”
- **Out of town Demos!** Don’t forget to ask for out of town recommendations!

STEP 3: QUALIFY

- “What should I know about (Recommendation)? What’s their spouse’s name?”
- “If you were me... which 3 should I see first?”
- Married? (What’s their spouses name?)
- Age? (Around how old are they?)
- Relationship? (How do you know them?)
- Time? (What’s the best time to call them?)
- Cutco? (Does anyone on this list own Cutco?)

STEP 4: Text Heads Up / Getting a ‘Yes’

“It’s a lot easier when people know I’m calling. Can you please text them a heads up to let them know?”

Sample Text: Save in phone → Forward to customer → Have them forward to friends:

“Hi! Just wanted to let you know that _____, my Cutco guy/girl, will be giving you a call. He/She is paying his/her way through college by showing Cutco. You don’t have to buy, just listen and he/she gets credit. Thought you would be nice enough to help! He/she is super sweet :-)”

Get 10 on the spot:

“I’m supposed to get at least 10 recommendations after each presentation, and I definitely want my manager to think I did a good job! I’m not going to be able to call them for a week or so... would that give you enough time to reach out to them to make sure it’s okay?” (Pause)

“Great! Then let’s make two lists... one for me, and one for you! That way you can reach out and let them know I’ll be calling”

****Leverage the 2nd Promise!****

RECOMMENDATION OBJECTIONS

I'll Email Them to You Later

"That would be awesome (Name) ! I appreciate you wanting to help me. However, I know you're REALLY BUSY & I'd hate to have to call you while you're with family or at work. And, without referrals, I can't do any more demos. BTW as a reminder, they don't have to buy ANYTHING. So, if we could start with 1-2 off the top of your head now, and then send me the rest later it would really help me out. So, who are 1-2 people that you think are nice? "

I don't know anyone...

"Anyone who what?"

Don't Know That Many People

"It's totally fine, especially since I get paid just to show it to them, even a few REALLY helps! So, let's just start with a couple and we can come up with more later! So how about your... (thought joggers)"

Don't Like to Give Out People's Names

"I don't blame you! If it were somebody else giving them a call besides me, I would be hesitant too. But I promise it will just be me so..." ASK AGAIN.

OR

"You're not mad at (Person who referred them) are you? ...I promise your friends won't be mad at you! In fact they might be glad! Most clients just go A-Z through their cell phone... I'm sure you'll find some people there who would be nice enough to take a look!"

Leave the Sheet With Me to Fill Out / I'll email them to you later

(Although most customers mean well, it is extremely unlikely that they will send you referrals later)

"Sure no problem, however since I know you're so busy, I'd hate to ask you to work on this while you're running your house, at work, or taking care of your kids. Can we come up with 1-2 right now and we can get the rest later? How about your ..." (Offer thought jogger)

Let Me Call Them First and Get Back to You

"Of course! I wouldn't want to see them if they aren't interested. To make it easier, go ahead and jot down their names and numbers and I will follow up with you tomorrow and you can let me know who it's okay to call and who to cross off the list. OR Perfect! Could we call a couple of them now and see what they say before I leave?"

Last Resort...

Ask Again and Smile!

Tips For Scheduling First Weekend Appointments

- **Book all appointments through the Vector Impact app!**
- **Don't over-emphasize Cutco on the phone!** Book the appt quickly and call the next client!
- **Speak directly to who you want to schedule:** Don't relay messages or schedule through friends!
- **Don't text to set up initial appointments:** Not very professional / leads to miscommunication.
- **Speak with the wife on the phone!**
- **Some of your best clients say: "You can show me, but I'm not going to buy anything."**
Respond by saying: "That's okay. I get paid anyway and I need as many appointments as possible."
- **Always give a choice of two times:**
 - **Correct:** "What time is better for you, ___ or ___?" or "What day is better, _____ or _____?"
 - **Incorrect:** "When can I show you?" or "Do you want to see my presentation?"
- **Set up a specific time!**
- **Schedule appointments 2 hours apart:** It might take longer when you're new!
- **Not everyone will answer their phone:** Use the 3:1 rule— for every 3 phone calls, 1 person will pick up.
If you want to schedule 5 appointments, make 15 calls! 10 appointments = 30 calls....
- **Text if No Answer:** "Hi, it's _____, _____'s (son, daughter, friend)! I have a quick question.
Are you available?" Then call.
- **A Phone Jam** is where the office makes calls together (i.e. Team Lift, Study Hall, etc.)
 - You should make 20-30 calls per hour (You should set 2-4 per hour this way)
 - No distractions (Social Media, and don't distract each other!)
- **Book your top 10 first! Cutco owners are the best prospects.**
- **Call in waves!** Customers are home at different times of the day and night. Split up your phone time throughout the day to reach more customers. (3 waves generally leads to a full schedule).
- **Eliminate distraction**— make sure you are in a quiet place when you phone.
- **Phoning = Working.** Your work day is doing ___ # of appts, AND scheduling ___ # of appts. x ___ days/wk.
- **Urgency:** Let your customer know that you are committed to your goal and you have a deadline!
- **Importance:** Let your customer know how important your demo is to you. They will see you right away and they won't reschedule you last minute!
- **REMINDER TEXT:** "Hey Mrs. ____! Thanks for scheduling with me today! I really appreciate you helping me! Just a reminder to be ready at ____am/pm today! See you then!"

TOP 10+ Fast Start List. BEST PROSPECTS

Increase Your Initial Names List

This sheet will help you increase your initial names list.

Once you've gone through this list, Start another one - it's easy!

WHO DO YOU KNOW WHO IS A...

- teacher
- pastor/priest
- engineer
- salesperson
- nutritionist
- chiropractor
- veterinarian
- dentist
- physician
- personal trainer
- bodybuilder
- hair stylist
- coach
- butcher
- waitress/waiter
- bartender
- mechanic
- massage therapist
- police officer
- real estate agent
- secretary
- office manager
- restaurateur
- esthetician

WHO DO YOU SEE AT...

- the store
- the fitness club
- the spa
- school
- the tennis club
- hair salon
- the cleaners
- the library
- church
- the golf club
- the barbershop
- favorite restaurant
- the coffee shop
- the bank



	<u>Name</u>	<u>Phone #</u>	<u>Date Contacted</u>
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			
28			
29			
30			
31			
32			
33			
34			
35			

How To Get More Initial Numbers

**Some will... Some won't... If so - great!...
If not - it's okay - on to the next!**

*****The answer is always no if you don't ask*****

Initial Text:

Hey! I just got a new job and for training I need to do some practice appointments with adults so I can get some experience. I figured your parents could help. What's your mom's number so I can reach out and see if she will let me practice with her?

OR

Hey! Super random but I'm trying to win a scholarship for work. I have to get in contact with people that are over 25. I figured your parents could help. Can you send me your mom's number so I can ask her a super quick question?

If they reply with a question or don't understand, you can say the following:

So, I'm getting paid to do product presentations and spread the word, and if I do enough presentations I can earn a scholarship for school. It would be awesome if you could help by sending me her number! But if you can't, it's okay!

OR

Texting Friends to Get Parents Numbers

"Are You Selling Something?"

Yes, but what's cool about it is that they don't have to buy anything, so there's no pressure at all. Whether I actually sit down with them or I just talk to them over the phone for 60 seconds, it still helps. If they decide to help, it's really fun and I get paid just to do the presentation. I promise I won't bother them. So, can you help me out?

"Let Me Ask Them First"

That's okay. But, like I said, I'm really supposed to talk to them myself. I wouldn't be asking if I thought I was going to bug your parents. It won't take a lot of time, and I'm sure they won't be mad at you for helping out a friend. So, can you help me out, or maybe put me in a 3-way text with her?

(If they put you in a 3-way text, introduce yourself and let them know you'll call during training tomorrow!)

"They're Really Busy" or "I'm Not Sure They Would Want To"

No big deal. The worst thing that could happen is they say "no" and then it still helps me towards my job. It takes literally 60 seconds for me to talk to them on the phone, so it won't take up too much of their time. So can you help me out, or maybe put me in a 3-way text with her?

"What's The Presentation About?"

I'm working with a marketing company to get some experience. So, I'm just spreading the word! Like I said, it's really easy and they don't have to commit to seeing it or buying anything, I just have to call and ask them. If they say they're too busy then no big deal. So can you help me out, or maybe put me in a 3-way text with her?

Sitting down with Parents to get numbers:

"Hey Mom/Dad! I need help brainstorming numbers for people I could possibly do an appointment with. I get paid just to show Cutco and it's great practice for referrals and networking experience. Could I go through my list of names with you and check your contacts for the numbers if I don't have it? I also want to see who else you think I should write down on my list to contact? It would help me out a ton!"

Be sure to remind them that you get paid just to do the appt!

#Mission100

FRIENDS & FAMILY APPROACH

(People You Know Well)

*ACQUAINTANCE Phone Approach: Pg. 32

**REFERRAL Phone Approach Pg. 33

- “Hi **(CUSTOMER NAME)**, this is _____ How are you?” (*Visit / catch up for a bit*)
- “Well, the reason I’m calling is I just started a new job.”
- “And as part of my training, I get paid to do some initial training appointments.”
- **[Smile]** “So you don’t have to get anything, because I get paid just to show it, and I do presentations **in person** and **on Zoom**, you just need to be at home and in-front of a laptop..”
- “I want to do **(GOAL #)** appointments by **(Deadline Day - 3 days out)** to hit my goal.”

Virtual: “So I wanted to know if I could **call you** on **(DAY)** at **(TIME)** or would **(TIME)** be better for you?” (**get email address**)

In-home: “So I wanted to know if I could **swing by** on **(DAY)** at **(TIME)** or would **(TIME)** be better for you?” (**get address**)

- “Great! Thanks a ton! This really means a lot to me!”
- “Can you jot down in your planner that our appointment time is **(DAY @ TIME)?**” (*Make sure they write it down*)
- “And can you jot down my rep number, just in case my manager calls to check up on me? It’s 33115224.”
- **“Can you read it back to me?”**
- **(Smile)** “Thanks so much for helping me with this! I’m really looking forward to catching up. I know you’re super busy, so this means a ton to me! Thank you so much!”

Virtual: I’ll call you at exactly **(time)**, so, don’t forget about me!!!! :)

In-home: I’ll be there right at **(time)**, so, don’t forget about me!!!! :)

ENTER THE DEMO ON _____ BEFORE YOU MAKE YOUR NEXT CALL!!!

POSSIBLE CUSTOMER QUESTIONS

What Is CUTCO? “Cutco is a line of high-quality kitchen cutlery and a few outdoor items. I’m sure you already have tons of knives, but I get paid just to show it to you! So, would _____ or _____ be better for you?”

I Already Own CUTCO: “That’s great! How do you like it? (pause). Awesome, well like I said, I am doing it for the training and I’d love to get your opinion and maybe some pointers. Plus, I get paid anyway. So, would _____ or _____ be better for you?”

That Time Doesn’t Work or I’m Really Busy “No problem, I’m really busy too, but I really need to do _____ appointments by _____, and I can make sure to keep it short. Is that a bad day or just a bad time? So, how about _____ or would _____ be better?”

How Long Does It Take? “Not too long at all, my part is about 30-45 minutes. After that, it’s up to you. So, which time would be best for you, _____ or _____?”

SCHEDULE (1st Weekend):

Wk 1	___day	___day	___day	___day
9am	\$ Example	\$	\$	\$
	9am Mrs.Alvarez			
10am	123 Sesame St. Norfolk			
	305-777-7777			
11am	\$	\$	\$	\$
12pm				
1pm		\$	\$	\$
	TRAINING (1:30p)			
2pm	TRAINING			
	TRAINING			
3pm	TRAINING	\$	\$	ADV TRAINING (3p)
	TRAINING			ADV TRAINING
4pm	TRAINING			ADV TRAINING
	TRAINING			ADV TRAINING
5pm	TRAINING	\$	\$	ADV TRAINING
	TRAINING			ADV TRAINING
6pm	TRAINING			ADV TRAINING (6:30p)
	TRAINING			
7pm	TRAINING	\$	PHONE TIME	\$
	TRAINING		PHONE TIME	
8pm	TRAINING (8:30p)		PHONE TIME	
			PHONE TIME	
9pm		\$	\$	\$
				(Pay Sheets Are Due!)

Wk 2	___ day	___ day	___ day	___ day
9am	\$	\$	\$	\$
10am				
11am	\$	\$	\$	\$
12pm				
1pm	\$	\$	\$	\$
2pm				
3pm	\$	\$	\$	\$
4pm				
5pm	\$	KEY STAFF (Invite Only) _____ -- _____ pm	\$	\$
6pm		WED TEAM MEETING & PHONE JAM <u>Objectives:</u> -To book next 3 days -Call 40+ #'s = Book 7-10 appts -Team Recognition & Fun		
7pm	\$		\$	\$
8pm				
		_____ -- _____ pm		
9pm	\$	\$	\$	\$

Wk 2	___ day	___ day	___ day	___ day
9am	\$	\$	\$	\$
10am				
11am	\$	\$	\$	\$
12pm				
1pm	\$	\$	\$	\$
2pm				
3pm	\$	\$	\$	\$
4pm				
5pm	\$	PAYCHECK MEETING & PHONE JAM (Zoom or Live) Objective: -To fully book next 3 days -To call 40+ #'s = book 7-10 appts -To Meet w/ manager one on one _____ -- _____ pm	\$	\$
6pm				
7pm	\$		\$	\$
8pm				
9pm	\$	\$	\$	\$
			FAST START ENDS!	

ACQUAINTANCE APPROACH

(People You SORT OF Know)

Hi, is this _____? Hi, _____, This is (your name), how are you, I don't know if my name rings a bell, but I am _____ (neighbor, child's friends, etc...).

(BUILD RAPPORT AND CATCH UP WITH THE PERSON)

ANYWAY, I'm calling because I was hoping you could help me out with something I'm doing for this summer. You see, I just got this great new job and the company I work for pays me to just to SHOW a product to people. Now, I'm fairly new and I'm not quite prepared to see people that I don't know. So right now, I'm practicing with people that I am ACQUAINTED with...like (neighbors, Mom's coworkers, Mom's from ____ School, etc)

Now, _____, please understand that you don't have to get anything, I just need the practice. It is a lot of fun and will not take too much of your time. It also helps me gain some business experience and also to earn money for school, because I get paid just to do the presentation and get the experience.

I will be in your area on _____. So, I could quickly stop by at _____ or would _____ be better for you? (Response): Great, thank you very much _____, this really helps me out. **(Get Directions)**

Firming Up Appointment

Thank you very much _____. This appointment really means a lot to me. I am looking forward to seeing you again on _____ at _____. Thank you, have a nice day/evening.

ENTER THE DEMO ON _____ BEFORE YOU MAKE YOUR NEXT CALL!!!

REFERRAL PHONE APPROACH

*(People You **DO NOT** Know)*

“Hi _____ (first name)?” **(pause)**

“Hey Mrs. _____! This is _____, I’m not sure you know me personally, but I was talking to your (friend/relative) _____ the other day and they brought your name up. Did they tell you I would be calling?” **(pause)**

If no: “Oh no! I’m sorry I must have beat them to it haha! :)Do you have a quick second?” **(pause)**

“Well, _____(your friend) and I were talking and your name came up because they said you’d probably be nice enough to help me out! So, I’m a student at _____, studying _____, and right now I’m working with a company to gain some business and communication skills and build my resume. I also have a shot at winning a scholarship for school!”

“My assignment is super simple...it’s to show a product to people I have been personally recommended to and get their opinion on it.”

If virtual, add: “So, I do the presentation virtually, you just need to be in-front of a laptop or computer at home.”

“You definitely don’t HAVE to get anything because I get paid just to show it, and in order to stay on track for my goal (scholarship) I need to do _____ appointments before _____. So I was hoping you could SQUEEZE me into your schedule on _____ (day) at (time) _____ or would (time) _____ be better for you?”

Set a time --> Thank them --> Get their house address or email address --> Thank them Again

“Mrs. _____, could you grab a pen and a piece of paper?” **(Ask them to write down)**

“Again, my name is _____” **(spell it)**

“Our appointment is on _____ **(day)** at _____ **(time)** correct?”

“My rep number is _____, just in case my manager calls! Could you repeat all of that back to me please?”

“And if you could please draw a huge smiley face so you recognize me when you meet me!! :)”

“Just so you know, I have appointments back-to-back and I’m working really hard to hit my goal (win a scholarship), so are you sure that time works?”

“Awesome! I’m sorry I made you write all that down!... it’s just that I know things come up, and people get busy, and I wouldn’t want anyone to forget and cause me to miss my goal! So, I appreciate it!”

“Thank you so much, this helps a ton! I’m really looking forward to our appointment on _____ at _____.”

“Bye”

ENTER THE DEMO ON _____ BEFORE YOU MAKE YOUR NEXT CALL!!!

EASTERN REGION

**All Cutco prizes will be ordered by the manager and shipped directly to the Rep.*

FAST START AWARDS

NAME: _____ OFFICE: _____ REP# _____

Use this sheet to keep a daily record of your results. Be sure to report your results to your manager each day. To claim your prizes at the end of your Fast Start, you must add up your totals, and turn this sheet in to your manager.

Levels	Achieved		Prizes!!
Level 1		Bonus	Peeler
Level 2		Bonus	Steak Knife
Level 3		\$1,000 1st Promo	Traditional Cheese Knife
Level 4		\$2000	Spatula Spreader
Level 5		\$3,000 2nd Promo	Paring Knife & Petite Chef
Level 6		\$4,500	Butcher Knife, Slicer, & Turning Fork
Level 7		\$6,000 3rd Promo	Carving Knife, Carving Fork, & Petite Santoku
Level 8		\$8,000	8 Table Knives, Hardy Slicer, & HM+8 Block
*Level 9		\$10,000 4th Promo	Divisional VIP Night
*Level 10		\$15,000	Region Incentive Trip
**Level 11		\$33,619	Break The Region Fast Start Record = \$1,000



**Qualifications based on single credit tabbed CPO during 1st 10 days. Orders must remain tabbed for 2 weeks after FS ends.*

*Fill this in and return to mgr. to claim prizes.		
Product Color	C / W	Lvl 8 - Honey / Cherry

~Items ship at the end of the Fast Start, allow 2-3 weeks for processing and shipping.

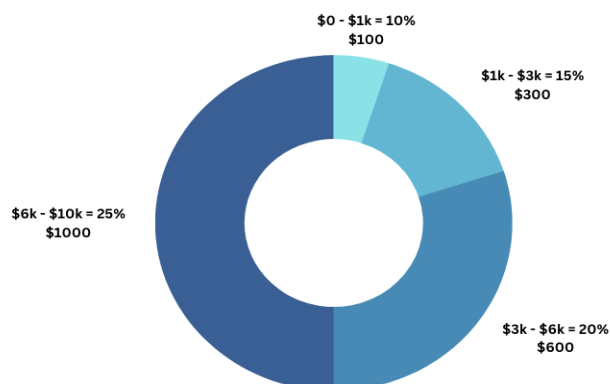
* Each Personal Recruit launched during the Fast Start earns an additional \$1000 credit towards levels 3-8 fast start prizes only ~ *Levels 9-10 can have a maximum of 2 PRs at a \$1000 credit each count towards Fast Start

**Rep must remain active and submit at least one order (\$250+) per month to attend trip. Single credit CPO only. No cash out on Fast Start prizes. Region Guest Policy applies. Winners are eligible for the next qualifying region trip only after Fast Start ends.

**Level 11—Single credit CPO only and no PR Credit

~Not permitted for use on social media

You make \$2,000 from your first \$10,000 in sales



After \$10,000 you make 30% commission!

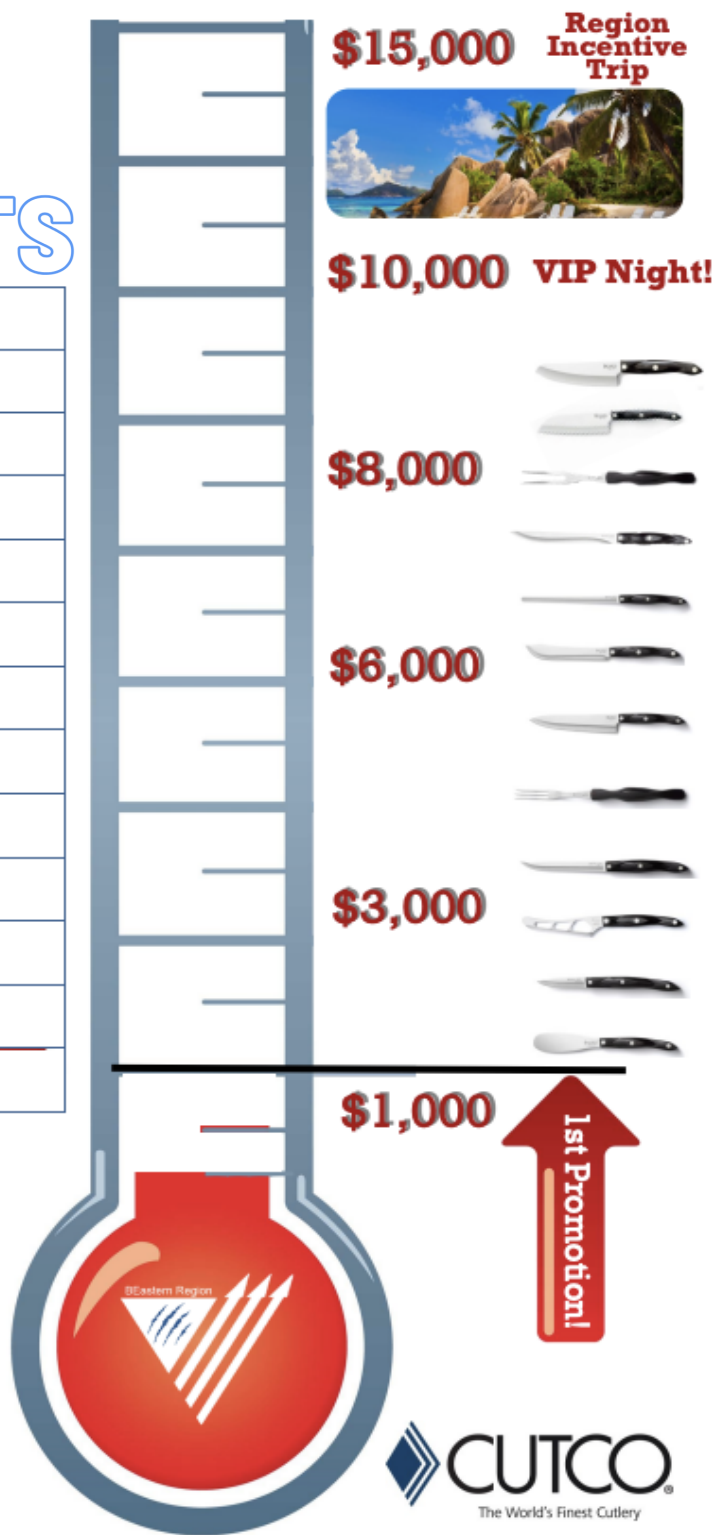
FAST THERMOMETER

Start

LIST OF CLIENTS

Here's why I'm excited:

My Goal: _____



Prizes must be claimed within one year from the date the representative was contracted with the company.

PAY STRUCTURE

Sales Volume	Commission	Title	Cumulative Income	Cumulative # of Demos
0 - 1,000	10%	Trainee	\$100	7
1,000 - 3,000	15%	SR	\$400	20
3,000 - 6,000	20%	ASR	\$1,000	40
6,000 - 10,000	25%	ADV	\$2,000	60*
10,000 - 20,000	30%	SADV	\$5,000	120
20,000 - 30,000	35% (30+5)	FSL	\$8,500	180
30,000 - 50,000	40% (30+10)	SFSL	\$16,500	300
50,000 - 150,000	45% (30+15)	FSM	\$61,500	500
150,000+	50% (30+20)	SFSM	Half Baby!	

Bonus Level: 35%, 40%, 45%, 50% (weekly paycheck 30%)**

End of Month = Additional 5%, 10%, 15%, or 20% of Entire Months Sales

Spring / Summer / Fall Sales Plan

7-10 DEMOS A WEEK (Super Part Time)

Do 2 appt, Set 2 appt (20 calls/day) x 5 days per week = \$1k+ in sales per week
\$3,500-\$5000+ earned in 4 months...

12-15 DEMOS A WEEK (Part Time)

Do 3 appt, Set 3 appt (30 calls/day) x 5 days per week = \$3k+ in sales per week
\$5,500-\$7500+ earned in 4 months...

20 DEMOS A WEEK (Full Time/FAST START)

Do 4 appt, Set 4 appt (40 calls/day) x 5 days per week = \$5k+ in sales per week
\$13,000-\$15,000+ earned in 4 months...

GOALS:

ASSIGNMENTS

Day 1

Day 2

Advanced Training

Meet with a manager (Paycheck Meeting)

DIRTY 30 birthday! _____