<u>Common Objections</u>

"I have to think about it"

- Rep - "Ya absolutely, it's an investment and it's important to make sure it's something y'all would use and want to have"
- Rep - OBJECTION CYCLE

"I need to talk to my spouse"

- Rep - "Ya absolutely, I wouldn't want you to get divorced over buying Cutco (laugh and smile) now, you obviously know your spouse better than I do. IF they were here instead and went through everything, how do you think they would feel about it?"
- Customer - "I think they would be okay with it, but still have to think about it…"
- Rep - OBJECTION CYCLE

"Do you have a card/website?"

- Rep - "Ya absolutely, I can get you that info, I do have to warn you my cards don't cut as good as knives do (laugh and smile). But in all seriousness…
- Rep - OBJECTION CYCLE

"We parked over there so we have to come back this way"

- Rep - "Ya absolutely, we get that a lot at this spot. Just curious, if hypothetically you didn't make it back this way, would you want Cutco later?
- Customer - "Ya probably"
- Rep - "Great, let me get your info so I can send you a catalog just in case"
- Rep - OBJECTION CYCLE

"If I'm going to get it, I'll get the whole set" (all or nothing customer)

- Rep - "Ya absolutely, it is one of our best sets we make. Btw, just so you know we run across customers who want that set ALL the time and what we find is not every person opens up a savings account just for the knives (laugh and smile). However, Cutco came out with our NEW UPGRADE PROGRAM for this situation. All we do is start with a smaller set and then when you're ready for it just upgrade and pay the difference to get into the big set. I'm sure you'd agree that a

few good knives is better than a whole set of crappy ones so it's better to start with something vs nothing. Let me show you what most people do…"
- Rep - OBJECTION CYCLE

"That price is as much as my car payment!"
- Rep - "Ya absolutely, however think about it this way, this is 5 months, no interest. The car is 72 months with financing and I'm sure that car is awesome. It will eventually need to be replaced while these don't and there's no maintenance cost for Cutco"
- Rep - OBJECTION CYCLE

"We're buying a house, building, remodeling, etc."
- Rep - "That's exciting! Are y'all pumped about your new house? (be very positive). Ya, we hear that sometimes at our home and garden shows. They're either remodeling, building, moving, etc and like the deals on Cutco here, but timing is the concern. So what we did is set up a warehouse program, are you familiar with that? Okay, basically since the show is only __ days, we set it up so people can get their deals at the events but warehouse their order for when they're ready for it. Just pick out what you want, we'll bill you for it at the show prices but hold onto it until you're ready for it, you just let us know.
- Customer - "OH ya we can do that" OR "still have to think about it"
- Rep - OBJECTION CYCLE

OBJECTION CYCLE

1. Be positive and be yourself
2. Gather their info and build rapport
3. Stall them and clarify all decisions
4. Offer another solution or dropdown

Be positive and be yourself

"No problem at all Mrs. Jones, that's totally cool :) I hear you.

Gather their info and build rapport

"Real quick, before you go, let me get your info so I can send you a catalog JUST in case you don't get to make it back. Btw, my name is ___, what's yours?" (build rapport for about 1-2 quick minutes while they fill out lead form)

Stall them and clarify all decisions

"I'll go ahead and write it down so you have something to walk around with. Okay just to make sure I have everything right. If you were to get Cutco, which option are you looking at?"

1. (set) - write the set they want

"And this set comes in either the dark, white or red"

2. (handle color)

"And which color block do you prefer?"

3. (honey or cherry)

"And if you got this today would y'all do the full amount or the 5 payments?"

4. (payment amount)

"Okay and full transparency would the (payment amount) fit the budget without breaking the bank?

"Great, and this is so you recognize me if y'all come back :) - **write at bottom of form**

"Now, just out of curiosity, if you end up not getting it at the show, is this something you'll probably get down the road? Sounds good. Mrs. Jones, do you mind if I shoot you straight then? Okay great"

"The reason why I ask is after working some events now, what I've learned is that we don't always get to see everyone again. Which btw is no big deal :) but what happens is they go home and start using their knives and remember why they thought about replacing them in the first place."

"Just curious Mrs. Jones, on a scale of 1-10, what're probably the chances of coming back?"

Offer deal or drop down

7-9+ = DEAL
"Tell you what, we have a BIG goal we're trying to hit this weekend so every order is going to help. If I did something a little extra special for you, would you be OPEN to getting it since you're already here?"

6- = DROP DOWN
"Btw, just so you know, we do have an option that's a little bit smaller than this one, it's a few less knives for a lot less money. I think it might be better for you based on what you're telling me and a few good knives is better than a whole set of crappy ones. Do you mind if I show it to you just for fun?"

CSP Advice

After we complete our demo, one of the biggest parts reps lose business is the immediate change in attitude once the customer tells us 'no'. It's our job to remain cool/confident during this important decision-making process.

At this point, the customer feels more comfortable telling you how they feel. Keep them there and build rapport before offering to move to solve their concerns.

Spending this extra time with them is allowing the price to marinate before they actually walk away. It's our job to make sure to clarify any possible reasons to not buy it so it comes down to simply too many knives or too much money

Confidence and patience is everything. If you can smile and stay positive, customers feel more comfortable with you.