

Events Script for New Cutco Owners

OPENING

Are you familiar with Cutco/do you have some of our product? (Expect that they already know Cutco) Oh you haven't? Can I tell you a little bit about Cutco so you know who we are and what we're doing?

INTRO / BUILD CREDIBILITY

Just so you know a little about Cutco, we are 100% American made, no foreign products in any of the knives, cookware or silverware you see in front you. The great thing is we are hand-crafted in Olean NY and have been around since the 1940's. Now our knives stay sharp on average 7-10 years before they start to dull. Once our knives go dull, and every knife will go dull at some point, we will re-sharpen or refurbish them for free forever. That's the guarantee, and we've been doing this for over 70 years. We're a Forbes Magazine Best Buy, a RachelRay.com Best Buy, and we have been the number one selling knife company in the USA for the last 34 years straight. Now I don't know if you came to (name of event) looking for a good set of knives today, but our motto here at Cutco is that we want you to buy one set of knives, pots, silverware, gadgets and accessories, and never buy another ever again. So is it ok if I show you a quick presentation of Cutco so you can see how our edges work? Oh, so you must be looking for a good set of knives!

DD EDGE DEMO

Now the great thing about Cutco is that we don't believe in serrated edges. When people look at this knife, they think that it is serrated but it's not. Unlike other knife companies that make a serrated edge that have a whooping effect which rips and tears, we do not. We have three straight edges which cut forwards, backwards, and straight down (show edge sheet here). So to show you what a normal edge feels like here is a normal serrated edge knife from Henkles/Wustoff, which is one of their \$100 steak knives that you can buy (cut leather). Now as you can see, even this very expensive serrated knife rips and tears, which can cause the earthquake effect at your table. Now I'm going to show you the Cutco edge (show bread or table knife -- must be CUTCO SHARP for WOW! effect)

GUARANTEE

The thing that's great about the knife in your hand is that knife will stay sharp 7-10 years. Some of our customers have had them 20-30-40 years without ever having them sharpened, because the points protect the edge from going dull on hard surfaces. I can't tell you that they will stay sharp 20-30-40 years but the average is 7-10. Like I said earlier, once this knife goes dull, Cutco will sharpen it for free forever. Now that is a forever guarantee, what that means is forever: your children, their children, their children. That guarantee covers melting, chipping, cracking, fading staining, children or family, no matter what happens to that knife, we will replace it for free forever.

STRAIGHT EDGE

Now the next edge I'm going to show you is what we are actually famous for. This is the Cutco straight edge. We were featured on Modern Marvels on the History Channel for being the world's sharpest knife and they did their show on our straight edges. Unlike an edge you get with an average knife, which is stamped by a machine, what's great about Cutco is that Cutco actually hand-hones every one of our straight edges. They hand hone it, buff it, and then hone it again. That way we can put on the perfect edge and make it consistent with all of our knives, so they stay sharp longer.

Optional: So what I'm going to do is have you cut through the potato. I will have you put the tip down and drag straight back through the potato and tell me if that's sharper than the knives you have at home (Straight Edge San Trimmer or 4" paring show them what to do).

PENNY DEMO

Now do you have a penny on you? Yes. See, my demo's not free! (You owe me a penny! Don't worry, I'll take that penny off of the order.) No Oh, that's ok, we take all major credit cards here at the booth. Actually, I have a penny right here. I want to show you the quality behind the metal that Cutco uses. These are our super shears, they come apart, they are dishwasher safe, just like the rest of the products here. Now the great thing about our shears is that they can cut through paper, plastic, card board, fabric, chicken, linoleum, sheet metal, flowers and hair. (Cut the penny) Now our customers will tell you that they can't live without this product. (Hand them the shears)

SET OPTIONS

Now we offer five major sets here at the show today. The first set we offer is our starter set, which is for those people who just want to start off with a few pieces here at the show today. Then we have our basic set, which has been the #1 bought knife set in America since 1949. This includes all the 10 basic pieces that you see here, with 8 table/steak knives. The next one we have is our most bought set, which is known as our Family Set. This set was designed from the last 12 years of customer feedback. It includes all of the best pieces that Cutco has to offer. It comes with the 10 most bought pieces from our basic set, 10 table/steak knives, and also the four most requested pieces from customers who already own our products. The first one is the shears, which have been the #1 product of its kind for the last 60 years. Then we give you the mini-chopper, which is similar to the knife Rachel Ray, Paula Dean, and Giada all use on tv, then we have this one, which is for raw meat, cooked meat, frozen stuff. If you BBQ or grill at all, this will become your favorite. And then we have the non stick knife, which is for all your delicate things that stick to the blade, like hard cheese, soft cheese, potatoes, sweet potatoes. This is actually ranked the sharpest blade that we make, and is one of our most bought items. Then we have our Complete Set, which is for those people that want to have the best of everything: cleavers, fillet knives, boning knives, and this set has all 12 table/steak knives, and also comes with the #1 shears out there as well. And then we have our fifth set. And our fifth and final set that we sell here at the show is what we call our Cutco Kitchen Program. What we have found is that our customers that buy our set of knives end up purchasing a set of cookware, flatware,

gadgets and accessories as well. So we designed a new program for new customers to purchase these items in package discounts. So what we do is we allow you to pick what set works best in your kitchen, then we let you choose your flatware, whether it's 12 place settings, 18, or 24; then we allow you to choose the set of pans that fits your cooking needs, whether it's the basic set, family set, or complete set. When purchasing these package deals, we also include all of your gadgets and accessories. Now if you were looking for a set of knives today, are you looking for our starter, basic, family, complete, or are you a customer who is interested in a Cutco Kitchen package?

(If they don't want something) Now if you are looking at a Cutco kitchen package, but don't want the cookware or the flatware, you can take it out and still get a package discount.

(Tell me about your package deals) Ok, so if you were looking at a set of knives, which set of knives is catching your eye the most?

(Optional, now or later: Then flatware, then cookware!)

I want to show you the Exclusive Family set (whatever set the show interest in) because it's such a ridiculous discount here at the show. And the thing that's nice about the ____ set is instead of the little table/steak knives, you have the option to get the bigger restaurant style steak knives. So let me show you what comes in that set. (Do 1-2 Minute Names and Uses)

CLOSE

Now, just so you know, Cutco's not cheap, because cheap things aren't good, and good things aren't cheap. So, let me go ahead and show you the price of the set that you're looking at here today.

The normal retail value for that set is:

The Cutco online discount price is:

Your price here at the show today is blah:

JPB, Insert Payment Plans Verbiage

Customization Drop Down (optional)

What's great about you buying here at the show is that, not only do you get the 30-50% off on the set today, but that we allow you to fully customize the set for free without any upgrade fee. So what that means is if there is any piece that you don't want or don't think you'd use in the set, then we can simply take it out and put whatever knife you want in place of it. So you can turn this set into a very expensive set of knives, but you still pay the discounted set price on it. Now what comes in this set is... Now can I show you what most people are doing here at the show to get the best value out of the set that you're looking at?

Dropping Down to an \$1131 discount Homemaker + 8. And you know what, I know you really want Cutco, so what I'm going to do for you today -- and don't tell anyone I'm going to do this

-- I'm going to include the shears in this set as a free gift from me -- the shears don't normally come in this set -- but I'm giving them to you so you can become part of my Cutco family.