

BOOTH APPROACH

NEW CUSTOMER

[INTRODUCTION]

REP: "Hi, are you familiar with Cutco?"

CUSTOMER: "No, never heard of it"

REP: "No way! Do you mind if I show you one of our knives real quick?"

CUSTOMER: "Sure, you can show me"

REP: "Great! Well just so you know, Cutco has been around since the 1940s, everything with a cutting edge you see here is 100% American made and rated a 'best buy' by Consumers Digest. Are you familiar with Snap-On tools? We're like the Snap-On tools of knives.

(customer becomes intrigued)

REP: "Let me show you how they cut so you can see why our customers love their knives"

[LEATHER DEMO]

REP: "This is a knife most of our customers have before owning Cutco, you'll usually find this at a department store like Dillards or Macy's, go ahead and take this..."

(customer cuts leather with dept store knife)

REP: "Now go ahead and use a Cutco..."

(customer cuts leather with a Cutco STEAK KNIFE)

CUSTOMER: "WOW! That's amazing"

REP: "I know right? Do they cut better than the ones you have at home?"

CUSTOMER: "Absolutely"

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[Explain & Show DD Sheet]

REP: "Now the knives are high quality and they have a special edge called the DD edge. This edge cuts forwards, backwards and down. This edge last about 7-10 years before needing sharpening while the smooth edges like these (point to smooth edge knife) about 3-5 years"

Rep: "Do you have any children?"

REP: "The best part though is the warranty that comes with the knives, it's a forever guarantee for you, which means you can pass them down to your children, your grandchildren and so on. Like I mentioned, Cutco is high quality and doesn't need sharpening for many years, however we cover it whenever anything happens to it"

CUSTOMER: "Makes sense"

[Explain & Show Forever Guarantee page]

REP: "What this means , if at some point down the road if the knives ever rust, chip, crack, break, corrode or dull, send it back to Cutco whenever you need it and they'll either resharpen, refurbish or replace it with a brand new knife for free"

REP: "Sharpening is included as well, we know every knife will dull eventually over time, when that time happens for you in the years to come, just wrap it up, send it back to Cutco and they'll sharpen, hone and buff a brand new edge onto your knives like new"

REP: "The idea of Cutco is that it's not cheap, but instead of replacing your set over and over again through the years, just have 1 quality set, use it everyday and whenever it has problems, just give Cutco a call and they'll take care of it for you. That's why we're the #1 sold brand in North America without even selling in stores"

CUSTOMER: "Makes sense"

REP: "Let me show you one of our best items, our shears. Do you ever use shears from time to time?"

CUSTOMER: "Yes all the time!"

[SHEARS DEMO]

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REP: "Do you need to do any more cutting or would you like to look at some of the sets and options we have here today at the show?"

If they need to do more cutting then do the trimmer demo with the tomato. If not, save it for when you go over the sets.

CUSTOMER: "Sets and options"

REP: "Great, now just so you know we sell Cutco in sets or pieces, most of our customers usually want a set since it's a much better value and they come with built in discounts. We are going to go over our sets , if you don't like any of those, let me know and I can show you something smaller if needed"

CUSTOMER: "Sounds good, what do you have?"

[SETS & OPTIONS]

REP: "Our 3 most popular sets we have are going to be these over here (point at each set as you mention it), so our first one is our basic set which has everything you see here (homemaker section).

BRIEFLY DESCRIBE HOMEMAKER NAMES/USES

REP: "This one is your standard set for all the basic necessities. It'll come with a paring knife, utility knife, chopping knife, bread knife and a few extra things along with 8 table/steak knives"

BRIEFLY DESCRIBE SIGNATURE NAMES/USES

REP: "The second set we have is our family set, this is designed for the family that cooks multiple times a week. It has everything in the basic set plus our 4 extra customer requested pieces including the shears" (layout 3 siggy knives + shears on board in front of them)

Cut Potato with Traditional Cheese Knife

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ULTIMATE NAMES & USES (5 main knives)

REP: "The third set we have is our complete set, this is our biggest and best set Cutco makes. It has everything I've shown you plus some of our most popular specialty pieces."

(demo these 5 knives)

- 4" paring knife
- boning knife
- vegetable knife
- cleaver
- salmon knife (Jason Jeffrey thin slicer video)

REP: "Now out of these sets, which one of them appeals to you the most?"

(customer will either pick right away or deliberate for a few seconds, if they can't decide after 5-10 seconds, show the differences between 2 of the sets so they'll pick)

REP: "Great, let me show you the pricing on that set (pull out price sheets), now remember Cutco is high quality and isn't cheap but it's an investment that'll last 20, 30, 40 years and be used almost everyday."

Rep: "Have you ever priced out high quality knives before? Go over Wusthof and Shun Page

- Review These Points
 - a. Made in US
 - b. Forever Guaranteed
 - c. DD Edge

REP: "Whenever you usually buy things, it's almost always a better deal to do it as a package or set to be able to save some money, when you purchase everything in the set individually it goes for \$____, however, What's great about buying it as a set is that Cutco sells it at a package price of \$____ or 5 payments of \$____."

(any other deals you'd like to promote will be up to you as a rep)

(show customers any free items, ex. cutting boards, sharpener)

[Confirmation Questions]

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REP: "Now just so you know, if you were to get this set, it comes in either the dark or the white handles. Would you have a preference? Great (reaffirm a good choice)."

REP: "And this one comes in either the light honey or the dark cherry stain block. Would you have a preference? Great (reaffirm a good choice)."

REP: "Great. And just so I know, if you were to get a set like this from Cutco, would you see yourself getting good use from that set?"

REP: "And for the payment would you do the full amount or the 5 payments? (reaffirm a good choice)."

REP: "And full transparency, if you really wanted to, when it comes to the money, would the \$___ today work for you OR would that feel like we're just pushing the envelope a little too much?"

(pause and wait for a response)

(if they say yes, continue moving forward. If they pause or say no, drop down)

IF THEY SAY YES OR POSITIVE RESPONSE

REP: "Great, well if you're open to getting this set, can I show you what I'm doing as an extra special bonus just for my customers who are getting this set here today? (customer responds back with a yes)

REP: "Awesome. Well let me ask you this, do y'all ever use any 1 or 2 GADGETS, ACCESSORIES, ETC. like these? (wave hand over the small items)"

CUSTOMER: "Actually we've been looking for a new ____"

REP: "Great, can I show it to you real quick? (do a great demo)

REP: "What I'll do is if you want to go ahead and get the set, I'll personally buy you these and take a slice out of my commission if you'd like to do that today" :)

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IF THEY SAY NO OR SHOW HESITANCY

CUSTOMER: "Yea, that probably is a little more than what I could do right now"

REP: "No problem Mrs. Jones! I love helping people get Cutco, but I don't want you to take out a second mortgage just to get the knives! (be lightful and have fun with them to ease hesitancy). But really, I'm glad you told me that because I don't want you to think that just because that's not an amount you're wanting to do right now then that means you can't buy Cutco."

INSERT Be-Back objection handler

REP: "Tell you what let me show you something a little smaller than this, it's a few less knives but a lot less money and I think it might be perfect for you based on what you're telling me"

Show the showstopper

(drop down and remember to focus on selling them off the items that don't come in the new set)

PACKAGE PROGRESSION WHEN DROPPING DOWN

BLOCK SET

Showstopper

Buy 3 get 1

2 Pieces

Single Piece

BeBack Objection Cycle

“We’re going to walk around and think about it” “Do you have a card”

- 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 get that. It’s an investment and most people don’t come to the show expecting to see Cutco.”

Gather their info and build rapport

“Let me go ahead and write it down for you so you have something to walk around with in case you come back.”

1. Get their info (They fill out top part)
 - Name /Phone #/Email Address

Stall them and clarify all decisions

“Just to make sure I have everything right. If you were to get Cutco:”

“You're 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)

“ Would this be in the budget if you really wanted to?

Great...

Offer solution or drop down

“Just so you know before you go, we are close to breaking the record for the event. If I did something a little extra special for you, would you maybe just get it today?

If they say YES: “Great, I can either get you a better deal or buy you some free stuff? Which do you prefer?”

Since we are close to breaking the record_____ (Free stuff or better price based on what they say)

1. Free stuff ... Go ahead and figure out what they like
2. PRICE... Let me see what I can do ... (trade in or discount)

DROP DOWN if it is still out of the budget

“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. Do you mind if I show it to you just for fun?”

Extra tips

1. Remain cool/confident during this important decision-making process.
2. Keep them there and build rapport before offering to move to solve their concerns.
3. 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

Common Objections

"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 - BEBACK 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 - BEBACK 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 - BEBACK 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. It's like me wanting a lamborghini, as much as I want it and not being ready for it now doesn't mean I don't drive a car till then. So 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"
- Rep - BEBACK CYCLE

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“That price is as much as my car payment!”

- Rep - “Ya absolutely, however 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 - BEBACK CYCLE

“We’re buying a house soon”

- Rep - “That’s exciting! Are y’all excited about your new house?”