

NAME: \_\_\_\_\_ REP NUMBER: \_\_\_\_\_ 2025.5

# Slides Training Manual

<p><b>Weekly Team Meeting:</b> Day: _____ Time: _____</p> <p><b>Advanced Training:</b> Date: _____ Time: _____</p>	<p><b>Office Coach Call Phone Number:</b> (CALL AFTER EVERY DEMO)</p> <p>_____</p> <p><b>Vector Field Service:</b> 1-716-373-6146</p> <p><b>Cutco Customer Service:</b> 1-800-828-0448</p>
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 <p><b>LEGACY DIVISION</b></p> <p><b>Websites:</b> <a href="http://www.NJLegacyRep.com">www.NJLegacyRep.com</a></p> <p>Additional Resources / Improve / Learn Virtual Demos / Divisional Calendar / And More!</p>	<p><a href="http://www.Orders.CutcoApps.com">www.Orders.CutcoApps.com</a></p> <p>Product Information + Order Entry</p> <p><a href="http://www.VectorConnect.com">www.VectorConnect.com</a></p> <p>Order Entry / Commission checks / Customer database / Learning Library</p>
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***100 Demo Countdown!***  
(X for sales, O for no sale)

100	99	98	97	96	95	94	93	92	91	90	89	88	87	86	85	84	83	82	81
80	79	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	62	61
60	59	58	57	56	55	54	53	52	51	50	49	48	47	46	45	44	43	42	41
40	39	38	37	36	35	34	33	32	31	30	29	28	27	26	25	24	23	22	21
20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1

**★ DON'T FORGET TO CALL AFTER EVERY DEMO!**

# TIPS FOR YOUR DEMO

## 1. Follow the Manual

## 2. Cut a lot of Food!

## 3. Have Fun!

## 4. Be Yourself!

- Best to show husband and wife **together** if possible.
- **Where to Park:** Street / Curb. Don't park in Mrs. Jones' spot!
- Best place for demos is the kitchen: Cooking environment / Junk knives handy / No distractions
- Pennies made after 1983 are softer and easier to cut!
- Customers should do **all food cutting** and **cut rope / leather**. You cut the **penny!**
- It's okay to bring food to the demo as well as asking your customer for food
  - **Soft foods:** tomatoes or grapes
  - **Veggies to peel** (with peeler ): carrots / cucumber s
  - **Pineapple!** (For your best prospects)
  - **Small fruits:** apples or oranges
  - **Bread** or bagel
- Keep your sample kit closed and pull out items as the demo progresses.
- If a customer asks for **prices** during your demo, tell them it's a **surprise** and you'll get to it!
- **If you have a cutting board:** Use your cutting board and clean up in the sink before you leave.

### If your customer already owns CUTCO:

- **Do FULL presentation:** It's great practice! Many customers forget the important details!
- Ask for a **customer testimonial** for slides
- **Test their CUTCO on rope and leather to determine if sharpening is needed**  
(**Guarantee page** explains refurbishing instructions)
- **Closing Process:** Use "Closing for CUTCO Owner s" and create a "CUTCO Wish List"
- CUTCO owners **love upgrading to sets, adding accessories, and buying gifts!**
- If they are interested in upgrading - Call your manager for help!

**DEMO STARTS / BUILDING RAPPORT:** (Recommended **10 minutes**) [Slide 1]

**Find something to compliment / Get to know them / Ask a lot of questions!**

The **6 P's**: Plants (outside), Pets, Photos, Plaques (accomplishments), Profession, People (kids)

**Thank you so much** for taking the time to see my presentation—it really means a lot...

Before we begin, we're going to need your **favorite** serrated edge knife, straight edge knife, and a steak knife. We'll also need a Shiny **PENNY** as well as **FOOD** to cut up and snack on!

**Personal Story**

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

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**Tie Into Goals** [Slide 2]

**Do you mind if I tell you why I'm working with CUTCO?**

The reason that I am a representative for Cutco is because the company offers some awesome opportunities.

At first I thought it was a crazy idea, but there are so many growth opportunities and things that I can work towards.

Right now I am really excited for the opportunity to.... **(Skills / Experience / Resume / Future)**

Network - I am really excited to meet new people and build as many professional relationships as possible.

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**Fast Start Contest** [Slide 3]

I just started my **Fast Start Contest**. I have 13 days to complete \_\_\_\_\_ demos, which would put me in a position to sell \$\_\_\_\_\_ and would mean \_\_\_\_\_.

## **Scholarship** [Slide 4]

I also have a chance to win an **All American Scholarship** to help with school...

- Because the company works with so many students as an entry level position, they actually have a scholarship program where they award 100 scholarships a year to their top student representatives.
- The way it works is they match between 30-50% of what the rep sells, and a little more depending on where they place.
- The scholarship is awarded to the top 50 students in the summer and the top 25 in the Spring & Fall.
- I am working super hard not only for the financial aspect, but also the resume & growth experience that it would provide.
- My office has actually had over 20 different students win scholarships - several of which have won multiple!
- If you look at the standings for last summer you will see the top student in the company earned over one hundred thousand dollars during summer break & is on pace to not only graduate from school debt free but set up his financial future because of his hard work which is pretty cool!

I can also win a letter of recommendation from the president and CEO of a quarter billion dollar company based on my results which would do a ton for my resume!

## **Transition to Demo** [Slide 5]

Like I said on the phone, you don't have to buy anything. BUT keep a lookout! If you DO see something you like, for you or for gifts, we can get you the best deal today and not only would you be getting a great product, you'd also be helping me out towards my goals!

Mr/s. \_\_\_\_\_, since I just started, I'm going to **read from my manual**. Is that okay?

Also, I am only able to work through referrals, so ANOTHER goal I have today is that you like me and Cutco enough to recommend me to some of your friends.

**CUTCO IS AWESOME!** You can buy sets or pieces and we have tons of accessories and gifts.

We also have an interest free, monthly investment option so you do not have to pay for it all at once.

Just so I know, do you cook because you have to, like to, or love to?

Great! You're going to **LOVE CUTCO!**

Today, I'll tell you why CUTCO is the top selling American made brand in the US, then we'll take a look at our product line, and then review prices and specials at the end.

By the way, what type of knives do you currently own?

- How long have you owned them?
- Do you like them?

## **Company Page** [Slide 6]

Have you ever heard of Cutco before?

**IF NO:** Let me tell you about it... [SKIP TO: **Let me tell you...**]

**IF YES:** Do you own any?

**IF NO:** What do you know about it?

**IF YES:** Awesome, did you get it as a gift or did you see a presentation?

**GIFT/NEVER SEEN PRESENTATION:** Oh wow, so you don't even know how awesome Cutco really is yet.

**DEMO:** When did you see the presentation?

Awesome, which set do you have?

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

- Since **1949**, all CUTCO knives have been made in the **United States** in our factory in **Olean, New York**.
- We sell over **\$250 million** worth of CUTCO annually and have over **19 million** referred customers!
- Actually, 1 out of every 20 American households already own Cutco and over 90% of them rate our product perfect.
- We're best known for our knives, but some of the best stuff we make is also our cookware, flatware, and accessories
- CUTCO is also the proud producer of **KA-BAR** [K-Bar] knives, used by our military and law enforcement nationwide.
- CUTCO is involved with many local and national charities such as the American Heart Association's Go Red for Women Campaign

#### **4 PROMISES**

Before I show you the product I always like to make 4 promises real quick.

**First, you're going to love Cutco.**

- It is not cheap, it's not a hunk of junk, Cutco is not something you would throw away in a year or two.
- It is literally something you will give to your kids one day.....

**Second, I am going to ask you if you would like to get something today, but there is no obligation.**

- I wouldn't want you to get it for me.
- I only want you to get it when you realize it's something you will use every day for the rest of your life.

**Third, We are not allowed to go door to door or cold call.**

- We are only allowed to see people we have been recommended to, and that's the most important part of my job.
- If everyone bought from me, but didn't refer me to anyone, I would run out of people to see.
- So, at the end I am going to ask you for anyone you know that just might be nice enough to sit down with me.

**Last, I am going to try my hardest to impress you with my presentation...**

- But I am not perfect so if you have any tips or suggestions, please let me know and that will help me out a ton.

**To start off, I'd like to show you a product that demonstrates the quality of CUTCO:**

**Super Shears** [Slide 7]: Everyone loves our shears! [*CUT PENNY, take apart, put together, hand shears to customer*]

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

They fit righties and lefties. They're also great for cutting tough cardboard or plastic, cutting pizza or vegetables..

- **A lot of customers end up getting a free pair of these and I will explain how later!**

Let me show you where we got the idea for CUTCO...

#### **Disadvantages of Common Knives** [Slide 8]

- Mr/s. \_\_\_\_\_, most people have the world's most expensive set of knives! (*point to picture of junk drawer*).
- Many people have a drawer full of knives that don't work. Most household knives are the perfect example of **planned obsolescence** which means they're actually engineered to dull or break after a year or two.
- Most people spend a ton of money replacing their knives over and over again. This can be very expensive in the long run.

- For example, if you spend around **\$150** on an average low quality knife set and replace it every couple years for 40 yrs that means you would spend **\$3,000** on Junk knives that are **unsanitary, unsafe, and un-enjoyable!**
- 

There are **two types of handles**:

**WOOD HANDLES** are attractive when new, but they are extremely unsanitary! (*Gross Face!!!*)

They absorb liquids, bacteria, grease, and germs and retain odors.

Wood handles are outlawed for restaurant use in 37 different states because of sanitation concerns.

● **PLASTIC HANDLES** are usually cheaply constructed, so they melt, chip, crack, and break.

They are slippery when wet, which is extremely dangerous while you're cutting. (*Concerned Face!*)

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**COMMON KNIVES ARE CONSTRUCTED VERY POORLY** creating other safety and sanitation concerns.

● There are **two types of steel**:

**CARBON STEEL** is stronger so it stays sharp longer but it rusts and corrodes which is unattractive and unsanitary.

**STAINLESS STEEL** looks good but it's a soft metal so it won't stay sharp and is difficult to sharpen.

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There are **two types of edges**:

**SERRATED EDGES** rip and tear your food and cannot be re-sharpened.

**STRAIGHT EDGES** make a smooth cut but they have to be sharpened constantly to remain effective.

● The hard cutting surface dulls a knife, not the food. Both of these edges directly contact the cutting board, dulling them quickly. A dull knife is more dangerous than a sharp one because you have to push harder.

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**There are also complaints of common High Quality knives. For example:**

- They need to be sharpened regularly
- They are **not** dishwasher safe, so you have to hand wash them.
- They require a lot of **maintenance and upkeep**
- And, they need to be **replaced every 7-10 years**

**Let me show you how Cutco has solved all of these problems...**

## **Features and Benefits of CUTCO** [Slide 9]

I have a couple quick videos I am going to play that do a great job explaining some of our features and benefits

*[Play video for customer on slide 10]*

*[NEXT SLIDE - SLIDE 10]*

To add a few cool facts

- Our handle is designed by the same guy who designs the seats in Porsches, and is only handle backed by the American Arthritis Foundation.

- Also because of how great the knives look we are actually the only knives featured in the M.O.M.A - The Museum of Modern Art
- Our handles are made out of the same material used for bowling balls and professional football helmets.
- The steel we use for our rivets is the same material they use for rivets to hold together jet engines, making it strong and sanitary.
- Because of the high quality steel and materials we use all of our products are dishwasher safe
- Many would say the best feature of Cutco is our exclusive Double Durability edge which stays sharp longer but does not rip and tear at food..

**I have another quick video I am going to play that does a great job explaining our unique edge!**

*[Play video for customer on slide 10]*

**[AFTER VIDEO:]**

***Take out Petite Carver and hand it to the customer (dark handle)***

How does that feel in your hand?

This feature is our **most famous! It's our exclusive "Stay-Sharp" DOUBLE-D EDGE**

**Let's compare how the different types of edges work...** *(Take out cutting board and rope)*

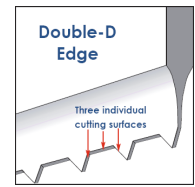
- We cut rope because it's tough like vegetables and meats, but it will not hurt your knife's edge
- And remember, CUTCO is sharp, so be careful!

*(Hold rope with both hands. Start with back of blade. Pull one, long stroke.*

*Then go back and forth) Cutting order: (Get excited!)*

**1. Customer's serrated edge 2. Customer's straight edge 3. CUTCO Petite Carver**

- Our edge looks like a serrated edge, but **it is not**. On a **serrated edge** knife, the points are the part that does the cutting. The reason that is not good is because they dull every time they hit a hard cutting surface. Then, once dulled they start to rip and tear at food and a serrated edge knife can never be resharpened.
- With **our edge** instead of the points doing the cutting there are three straight edges that **smoothly** cut forward, backward, and straight down. *(show customer picture of edge)*
- The points protect the recessed edges from dulling, keeping each knife sharp for **up to 10 years**, 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!
- **Everything Cutco makes is designed to last forever, so we put our money where our mouth is and have something called a Forever Guarantee.**



## **Forever Guarantee** [Slide 11]

**The guarantee is amazing because there is no cost, no registration and no receipt required.**

It just ensures that any product you would buy from Cutco would be the last time you would ever need to invest in that product ever again, let it be a whole set or just a veggie peeler.

- The product is proof of your purchase and you can pass it down from generation to generation.
- Cutco is one of the only products that you can buy once, use every day, never have to replace and pass down to your kids one day!
- There are a few parts to the guarantee...

**The first part is our Forever Performance**, which guarantees that if at any time you're not completely satisfied with the performance of your Cutco product, Cutco will fix the problem or replace the product free of charge.

**The second part is Forever Sharpness** which is free sharpening.

- Our knives take longer to dull than any other knife but they are made out of steel so obviously they will dull EVENTUALLY.
- So, we will either sharpen them in house for free. Or you can send them to the factory and the company will polish them and burn a factory edge on them - basically you will get a brand new knife back.

We also have a **15 business day Unconditional Money Back Guarantee**

- What it means is that you have 3 weeks to try out a set or any specific pieces and if you aren't satisfied for any reason you can send the whole thing or any specific pieces back and get a full refund.
- This takes any risk away and gives people who may not have the chance to see Cutco in person the opportunity to try it out and only keep what they love.

**(If both spouses are not present)** Mr/s. \_\_\_\_\_, 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.

**Most of our customers also take advantage of our 5 pay option.**

- It is not credit based nor is it financed.
- It simply charges a debit or a credit card 1/5 for 5 months and makes it way more manageable.
- So, paired up with the 15 day trial it means you have the opportunity to try Cutco for only 20 percent down.
- You only keep the things that truly change the experience of cooking and if you were to send anything back it would just come off of your next month's charge.

*Optional:* I also have a personal guarantee where if you are not fully satisfied, I will pick it up and send it back for you so you don't have to worry about it.

And you can't beat American Made and Forever Guaranteed and Dishwasher Safe!

### **CUTCO factory sharpening / repair:**

- Go to [cutco.com](http://cutco.com) → "Sharpening" at top of page. Follow **simple directions** and mail CUTCO to Olean.
- Sharpening service is **FREE** on all Cutco items
- Return shipping charges (include check in package):  
**\$11.00 for 1-5 items, \$13.00 for 6-10 items, \$15.00 for 11-25 items, and \$18.00 for 26-40 items**
- Once your knives are received in Olean, NY, they'll sharpen the blades, polish the handles, and get your knives back to you within 1-2 weeks.

## Selecting The Best Option [Slide 12]

Mr/s. \_\_\_\_\_, you can buy individual pieces, but most customers agree that over a lifetime, sets are a much better value. It's important to have the right tool for the right situation because of safety and efficiency.

We do have a larger set that we call our COMPLETE SET which is great for people who love to cook or entertain

- But these 3 main kitchen sets are our most popular and are designed to encompass all your needs in the kitchen.
- They are our Galley set, Basic set & Signature set
- Our GALLEY SET is the perfect starter set and it'll take care of all your daily needs...
- Our BASIC SET covers every job in the kitchen without any of the specialty tools
- Our SIGNATURE SET includes everything in the basic set with our most popular customer requested pieces also

## Galley + 6 Set [Slide 13]

- Our Galley set is a consumer digest best buy and has all of our most used every day pieces
- The set includes the oak block which comes with honey or cherry finish, a medium cutting board, straight edge sharpener and knife guide.
- It also has an option to come with or without 6 table knives that would fit right into the block.
- The first group of tools I am going to show you come in all 3 of these sets starting with your..

### Paring Knife (2 3/4 ") [Slide 14]

(Let customer peel apple/potato, then explain)



The Paring knife is CUTCO's "*Air Knife*" has a long handle, making **peeling and paring** comfortable. You'll use this for small jobs in the air, but rarely on the cutting board, that's why you have **your...**

### Trimmer [Slide 15]

(Let customer cut tomato/orange, explain)



This is your "*Small Utility Knife*" for **small fruits and veggies**.

Do you have a tomato or soft fruit we can cut? (You'll never smash a tomato ever again!)

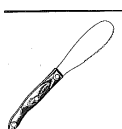
It's also great for cucumbers, oranges, lemons, and limes and awesome for slicing raw chicken into strips.

Mine has a pearl handle. Which color do you like better?

Everyone loves the versatility, but it's never used for spreading or serving, that's why you have **your...**

### Spatula Spreader [Slide 16]

(Show slide, then explain)



It's your "60 second sandwich maker," because the wide, flexible DD edge allows you to **cut, spread, and serve** sandwiches, bagels, lasagna, and cake! But you'll never use it on meat or large vegetables, that's why you have **your...**

### Petite Carver (6 3/4 ") [Slide 17]

(Let customer cut food, explain)



This "*Large Utility Knife*" is your everyday **meat knife** for **chicken** and **small roasts**. It's also for **large summer fruits** and **tough vegetables**. This is part of our everyday carving set, with the ...

### Turning Fork

The three sharp tines make it easy to turn **meats and veggies** and get things out of **jars**.

But neither of these are used for chopping, that's why you have your... (next slide)



### Petite Chef (7 5/8 ") [Slide 18]

(Show slide, then explain)



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



### **Slicer (9 3/4")** [Slide 19]

(Show slide, then explain)

It's the best **bread knife** in the world, but the long DD edge makes it great for **cutting cakes, shredding lettuce, and slicing boneless meats.**



### **TABLE KNIVES (Hand knife to customer)** [Slides 20]

To complete your set, your Table Knives are used for every meal: **breakfast, lunch, and dinner.**

The wide blade and rounded tip makes it safe, but with the Double-D edge, it cuts like a steak knife!

I can not stress how much better these are than traditional steak knives. These blow everyone's minds when they try them out because of how different they actually cut.

We recommend **two Table Knives per family member** so you don't have to wash them after every meal.

### **Which option do you find most aesthetically pleasing?**

Great choice!

Let's test out our Table Knife on some **tough leather**...

1. *Customer Steak Knife* (Earthquake effect!)
2. *CUTCO Table Knife* (Get Excited!)
3. *Stack leather in strips and press straight down*

### **Basic / Homemaker Set** [Slide 21]

- Next: is our basic set is called the **HOMEMAKER+8** and was designed by a home economist to do everything in the kitchen with the fewest amount of tools.
- The set includes the oak block which comes with honey or cherry finish and has options with or without 8 table knives, a medium cutting board, straight edge sharpener and knife guide.
- These next couple pieces come in our basic and signature set & are tools you will not use every day but when you need them you will be **REALLY** glad you do have them!



### **Guardian Knife** [Slide 22]

This is technically called the butcher knife but we call it the Guardian knife because it protects your other knives by doing the more challenging prep work.

This tough knife disjoints large meats but is also great for melons, pineapples, and hard squashes.

But it is not for carving and that's why we have the...



### **Master Carving Set** [Slide 23]

- Master Carving set. Our 9" carver and carving fork are like your "Spare Tire". You won't use them every day, but you'll be glad you have them when you need them!
- Your 9" carver is great for large meats on all occasions and our carving fork for holding small or large meats
- Do you ever BBQ or host family dinners?
  - You'll love it for BBQ, big roasts, and family occasions.

## **Signature Set** [Slide 24]

- Then our Signature set is the last one I will be walking through briefly..
- Plus it is the smallest set that includes the super shears in the block
- And the set also includes 10 table knives, plus a large, medium and small cutting board with the sharpener and knife guide.
- This set has options for either our traditional and stainless table knives or our larger steak knives.
- It has all of the tools in our basic set as well as our most popular specialty tools which start with...

## **Cheese Knife** [Slide 25]

- The Cheese Knife is our most popular individual knife & is our sharpest knife with the Double-D edge because it has a micro-version of it.
- The holes make it so that things do not stick, which makes it great not only for cheeses, but other dense foods like potatoes, as well as fresh fruit and veggies.
- You can actually use the back hole as a bottle opener.

## **Petite Santoku** [Slide 26]

- Our Petite Santoku is a more delicate chopping and dicing knife, which many people find to be a more convenient size.
- It's also great if the chef's knife is in the dishwasher, or if you are cooking with others.
- This is actually Rachel Ray's favorite knife... which is funny because she actually has her own knife brand.

## **Hardy Slicer** [Slide 27]

- Our Hardy Slicer has a thicker blade paired with our double-D edge, making it an amazing heavy duty slicing and BBQ knife

## **KITCHEN TOOLS / ENTERTAINER PACK** [Slide 28]

To complement your set, we have incredible KITCHEN TOOLS and GADGETS

This 5-piece dishwasher safe Kitchen Tool Set replaces a drawer full of old kitchen tools!

Our 4-piece Entertainer Pack has comfort-grip handles and is, of course, forever guaranteed.

## Selecting The Best Option [Slide 29]

Mr/s. \_\_\_\_\_, let me review why so many people choose to invest in 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 **CUTCO saves a lot of money!** Most customers who buy CUTCO eat out less.
- If that **just** saves you **\$60** a month, you will save \$720 this year—And **over 25 years you'll save \$18,000!**

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** are much **SAFER** because they come in a **block or tray**
- **Sets** come with a **FREE cutting board** and other **FREE STUFF**
- And we have **interest-free monthly investment options** so you don't have to pay for it all at once!
- It just charges a credit or debit card  $\frac{1}{3}$  of the cost for 5 months. It makes it way more manageable and it's what everyone does.

## COMPETITIVE CUTLERY [Slide 30]

- Mr/s. \_\_\_\_\_, I'm sure you'd agree you couldn't compare Cutco to a cheap set of knives sold at a local bargain store for a few hundred dollars.
- Also, you wouldn't compare it to a luxury set with sterling silver handles costing over \$7,000.
- When it comes to high-quality cutlery, it's like anything else; there's a wide variety of quality and prices.
- CUTCO is top rated so we only compare it to the highest quality brands...
- I have a price comparison for our top competitors, Wusthof and Shun. Have you heard of them before?
- These high-quality sets made overseas are two of the top selling brands in store. Each brand has different types of sets, which range in price -- these are their sets which are comparable to Cutco's basic set.
- If I did not know about Cutco and I wanted to get a good set of knives I would probably get Wusthof Classic Ikon.
- As you can see, the price for **this Wusthof set** is **\$3,015**. You can usually find it on sale for **\$2,325 and even for that type of money, it is well worth it...**

But, there are some **major differences** between these brands and CUTCO:

1. They use **Typical handles** while we have our **Comfortable Wedge-Lock handle**.
2. They have **Serrated edges** while we have our **Unique Double - D Edge**.
3. They use **high carbon steel** in comparison to our **440A high-carbon, surgical grade stainless steel** which stays sharp longer and is dishwasher safe.
4. They are **Made Overseas** while we are **American Made**.
5. Their products have a **Limited warranty** against manufacturer defects and every product we make is literally **Guaranteed Forever**.

Now, based on the guarantee alone, I'm sure you'd agree Cutco is at least twice as good. When a product offers twice the quality and value, and lasts forever, it should cost twice as much, and at twice the price, you're talking over **\$4,000** for a basic set of Cutco.

## WRAP UP AND CLOSE [Slide 31]

- Now, the best thing about these sets is that they're not \$4000. In fact, none of them even cost as much as Wusthof's suggested price of \$3,015.
- The **Signature Set**, which is our family set, is great for people who like to cook.
- Even though it is 1 ½ times the size of the Wusthof set, it's **only** \$24-89 in full, which is **just** \$5-35 on the 5-Pay.
- The **Basic Set**, which is our most popular option, is a couple pieces larger than the Wusthof set, but is almost ½ of their price.
- It's **only** \$16-64 paid in full, which is **just** \$3-59 on the 5-pay.
- The **Galley Set** is great for people who want the basics and is only a couple pieces smaller than the Wusthof set but is **only** \$11-99 paid in full.
- But everyone puts it on the 5-pay, which is **just** \$2-60 per month and that includes NJ sales tax.
- And we have a buy now bonus where I can throw in some free stuff if you were to get one of these sets today.
- If you were to get the galley set I can throw in our super shears for free.
- With the basic set I can also give you the cheese knife with the shears!
- And If you were to get our signature set, which already includes the shears you would be able to get the kitchen tool set AND the entertainer pack for free.
- So, **IF YOU WERE CONSIDERING** a set of Cutco, which of these sets do you think you would get the most value out of?

[WAIT FOR ANSWER]

- ★ • Mr/s. \_\_\_\_\_, I wouldn't be doing my job if I didn't ask you; Would you like to try out the \_\_\_\_\_ Set today and get your FREE gifts? (Be completely quiet and wait for answer... smile) ★

- 
- **IF YES:** Great, you're going to love it! Before I enter the order, let's take a look at our accessories.  
[Turn to page 15 & Go to slide 36 - Don't forget about referrals]

- **IF NO:** Just so I know.... Do you like Cutco? If you had it, would you use it?  
• So is it too many pieces or a little out of your budget right now?

[If they are interested AT ALL - CALL THE OFFICE]

[If after handling objections they don't get any of these three sets, click the down button]

- 
- **TOO MUCH \$\$:** I totally understand Cutco is not cheap. I will give my manager a call and see what type of deal we can get you! [**\*\*CALL OFFICE\*\***]
  - **NEED TO THINK ABOUT IT / TALK TO SPOUSE:** I completely understand. That's why most customers use the 15-day trial to make sure they can really see the value. If you don't love it, send it back and get a full refund. On the 5 month plan, you can try it out for only \$ \_\_\_\_\_ today. How does that sound?  
(IF ONE SPOUSE IS NOT PRESENT:) Book another demo or have the husband/wife that isn't there - watch the video at [www.trycutco.com](http://www.trycutco.com)
  - **CAN I JUST GET PIECES?:** Of course! However, our sets are discounted, they're safer, and you get more free stuff. If you don't mind, I'll show you our sets and if none of them appeal to you, we can pick out whatever pieces you want! (DROP DOWN by going to next slide.)

- **TOO MANY PIECES:** (DROP DOWN by going to next slide.)

**Essential and Studio Sets (IF NO TO LARGER SETS)** [Slide 32]

I'm going to show you our starter sets... They are great for building up over time and gifts for family and friends.

- We have our Essentials set and Studio set which are basic sets in a smaller block but they get the job done!

**Other Starter Sets (IF NO TO LARGER SETS)** [Slide 33]

- We have our Space Saver set, which is great for smaller kitchens, boats, campers, and RVs, since it can hang on a wall, sit on the counter, or slide in the drawer
- And then our All Knife and Kitchenette sets, which come in the safe storage tray and are great alternatives to sets in blocks.
- And lastly, our Gourmet set which includes our specialty knives and is great for Cutco owners or cooking alternative cuisine.

**Starter Sets Prices (IF NO TO LARGER SETS)** [SLIDE 34]

[PRESENT ONLY THE PRICE OF THE SET THEY CHOOSE.... THESE PRICES DO INCLUDE NJ SALES TAX 6.625%]

**Out of these starter sets, which combination do you like the best?**

SET	WHAT YOU SAY:	FULL (IF ASKED)
ESSENTIALS + 5	is just \$2-03 per month for 5 months.	<i>only 9-34</i>
BASIC ESSENTIALS	is just \$1-51 per month for 5 months.	<i>only 6-91</i>
STUDIO +4	is just \$1-63 per month for 5 months.	<i>only 7-45</i>
BASIC STUDIO	is just \$1-21 per month for 5 months.	<i>only 5-51</i>
SPACE SAVER	is just \$1-67 per month for 5 months.	<i>only 7-65</i>
ALL KNIFE	is just \$1-44 per month for 5 months.	<i>only 6-57</i>
KITCHENETTE	is just \$1-20 per month for 5 months.	<i>only 5-44</i>
GOURMET	is just \$2-26 per month for 5 months.	<i>only 10-39</i>

★ AND if you get this set today, you can still have the shears or a cheese knife for free! ★

★ Is that something you'd be interested in getting today? ★

- **IF YES:** Great, you're going to love it! Before I enter the order, let's take a look at the rest of our product line!

[Turn to page 15 & Go to slide 36 - Don't forget about referrals]

- **IF NO/UNSURE:** \*\*\*\*\*Call the office for a deal or Drop Down\*\*\*\*\*

DROP DOWN: No problem, lots of CUTCO owners customize their own set. Let me show you how they work...

**Remind customers of investment options...** (Minimum amount is based off of retail price)

With a minimum purchase of:

- \$400 - Can still put on 5-Pay
- \$200 - Can still put on 3-Pay
- \$70 - Can still put on 2-Pay

(Minimum amount is based off of retail price)



## Transition To Other Items [Slide 36]

- I am just going to run through our other products so that you know what we have. As I go through I will make a wish list for you which isn't necessarily things you are going to buy today, but as your rep, I'll be able to keep track of what you might want in the future.
- As I go through it just let me know what interests you so that I can figure out a great deal for you.
- For each section just let me know if you don't have any interest and I will skip to the next category!

### Flatware [Slides 37 & 38]

Are you interested in hearing about our flatware?

- A lot of people don't even know we make flatware and cookware but they are 2 of our absolute best products.
- Cutco flatware is made here in the US and just like everything else we make, it's the best quality you can find.

When it comes to flatware, this is what most people tell us:

- It usually goes down the garbage disposal and then they have to throw it away and buy more.
- They never use the good stuff because of all the work they'd have to put in to keep it looking good.

SO the reasons why people LOVE our FOREVER FLATWARE so much...

- It's lightweight BUT also heavy duty.
- It's guaranteed forever just like everything else we make, so if the garbage disposal attacks again, you can just send it in for replacement.
- And there's NO maintenance because it's 18 over 10 stainless steel which is the BEST you can get for flatware. So, it won't tarnish, bend, break, or rust AND it's dishwasher safe.
- The chest it comes in has a cherry finish and looks gorgeous for special occasions.

### **(NEXT SLIDE FOR PRICES)**

- Most high-end flatware is around \$200 per place setting.
- Cutco Flatware is higher quality, lower priced, and forever guaranteed.
- Our Flatware Chest which has 12 place settings includes a built-in 35% discount.
- Normally it would cost \$2,736, but you could get it today for the special price of only \$18-33, which is just \$3-95 on the 5-pay.
- We can also throw in both of our 3-piece accessory-sets for free if you were to get the chest today!

★ Does that sound like something you want to try today? ★

### (IF YES)

- Great! You're going to love it. Would you like the 3-pc hostess set or the 3-pc serving set more?
  - Before I enter the order, let's check out our accessories and see if there is anything else that may interest you.
- {next slide}

### (IF NO)

- If you don't mind me asking, what is it about our Forever Flatware that you're unsure of?

### (NEED TO TALK TO HUSBAND OR SPOUSE / NEED TO THINK ABOUT IT):

- I completely understand. That's why most customers use the 15-day trial to make sure they can really see the value. If you don't love it, send it back and get a full refund. On the 5 month plan, you can try it out for only \$ \_\_\_\_\_ today. How does that sound? (if unsure, CALL MANAGER)

### (PRICE):

- I can totally understand Cutco is not cheap, it's definitely an investment. Let me get my manager on the phone to see what type of deal we can get you {CALL MANAGER}

**Cookware** [Slide 39]

[IF WANT TO SEE COOKWARE- READ SLIDE]

- We have amazing Cookware and I have a quick 2 minute video that does an awesome job explaining it.

**\*\*After Video\*\***

- So, we have three different set options available, or I could price the pieces out individually. Would you like to see them?

IF YES: Awesome! *[next slide]*

IF NO: No problem, let's walk through the accessories and see if there is anything else that may interest you.  
[go to slide 41]

**Cookware Sets & Prices** [Slide 40]

- All of our sets come with a built-in discount.
- We have the Accomplished Chef Set with everything you'd ever need in your kitchen.
- The Dedicated Chef set with all the basics that you'd need
- And the Aspiring Chef Set which is a great starter set.
- All of these options come with a buy now bonus where you can get some free gadgets or accessories of your choosing if you were to pick up one of these sets today.
- The Accomplished chef set comes with a free 5 piece kitchen tool set, the Dedicated chef comes with the 6 piece kitchen tool set and the Aspiring chef set comes with both the 6 piece kitchen tool set and Bake and serve set for free!
- So out of these three options, which one do you like best? **\*\*Wait for response & be quiet!\*\***

Awesome!....

- The Accomplished Chef Cookware Set is just \$7-14 per month for 5 months.
- The Dedicated Chef Cookware Set is just \$5-28 per month for 5 months.
- The Aspiring Chef Cookware Set is just \$3-40 per month for 5 months.

★ Well I wouldn't be doing my job if I didn't ask you if you would like to try the \_\_\_\_ Set today? ★

- **IF YES:** Great, you're going to love it! Before I enter the order, let's walk through the accessories and see if there is anything else that may interest you.

[Don't forget about referrals]

- **IF NO:** No problem. If you don't mind me asking... What is the main factor holding you back from investing in our cookware?

- 
- **TOO MUCH \$\$:** I totally understand, Cutco is not cheap. I will give my manager a call and see what type of deal we can get you! **\*\*CALL OFFICE\*\***

- **TOO MANY PIECES:** Which pieces wouldn't you get value out of so I can show you what an option that might be a better fit for you would look like? **\*\*FIGURE OUT PIECES & THEN CALL OFFICE\*\***

- **NEED TO THINK ABOUT IT / TALK TO SPOUSE:** I completely understand. That's why most customers use the 15-day trial to make sure they can really see the value. If you don't love it, send it back and get a full refund. On the 5 month plan, you can try it out for only \$ \_\_\_\_\_ today. How does that sound?

(IF ONE SPOUSE IS NOT PRESENT:) Book another demo or have the husband/wife that isn't there.

**Table/Steak Knives** [Slide 41]*[IF WANT TO SEE TABLE/STEAK KNIVES- READ SLIDE]*

Do you ever host holidays or have company at your house? A lot of customers quickly realize after they get their Cutco that their Table Knives are always in the dishwasher because they're used so often.

It's very common for people to add an extra 6, 8, or 12 to their order and keep their extras either in a block, a tray, or just stored in the drawer. That way when company comes over, you're not having to choose who gets the good knives around the table and who's left with the old ones.

**Gift Sets** [Slide 42 & 43]*[IF WANT TO SEE GIFT SETS- READ SLIDE]*

These make great birthday, wedding, or appreciation gifts for all occasions.

We actually have a deal where if you were to get any 3 gift sets or individual pieces I can throw in a 4th one for free!

Do you have anything coming up In the next few months you'll need to get a gift for?

[NEXT SLIDE FOR MORE OPTIONS]

[BUSINESS GIFT SLIDE]

We also have a Business Gifts program that a lot of our customers love. We have an engraving department that does all kinds of personalization for businesses and organizations. Instead of sending a gift basket that's gone in a week, Cutco is something people use every day, forever—and they'll see your company's name or logo every time they do. It's a powerful way to stay top-of-mind with clients, employees, and partners.

We also offer volume pricing discounts for larger orders.

Do you own a business—or ever give client appreciation or referral gifts?

**If Yes (expand):**

- Cutco makes premium, long-lasting corporate gifts—perfect for showing appreciation.
- We offer multiple personalization options: your logo, a special message, or even the recipient's name engraved directly onto the blade.
- Gift boxes can be customized with your company's branding and colors.
- Personalized message cards can also be included with each gift.
- These touches connect your brand to a high-quality, lasting gift that people will use and appreciate every day.
- Are you interested in hearing more about deals from my manager?

**\*\*IF INTERESTED: CALL MANAGER\*\***

**Gadgets & Accessories** [Slide 44]*[IF WANT TO SEE GADGETS, KITCHEN TOOLS & ACCESSORIES - READ SLIDE]*

Our accessories are amazing! I'm sure you already have a drawer full of these. Most people have 20 mix-and-match pieces that don't work that great. Pampered Chef, Tupperware – those are good, but they aren't forever. You can get rid of all your old ones and donate them.

The entertainer pack in the top right picture of the screen includes the veggie peeler, ice cream scoop, pizza cutter, and the soft grip cheese knife. They all have 99.9% rating on CUTCO's website. We also have our awesome can-opener, wine/bottle opener, straight-edge sharpener, and kitchen tools. If you break any of these, we'll mail you an award because it doesn't happen... and then we'll send you a new one. Which of these would you benefit most in your kitchen?

Would you ever consider upgrading your kitchen tools?

**IF YES:** These are the most overlooked thing that CUTCO makes. Most people have cheap stuff they bought or old stuff they never upgraded. People replace their low quality brand items with these because they last forever. Ours won't bend or break or melt (unless the handle is directly on the burner, obviously). Which ones do you like best?

**[USE PRICE CALCULATOR]** Awesome! That would only be \_\_\_\_ today. **[OFFER PRICE ON PAYMENT PLAN]** Does that sound like something you would like to try today?

[[[[[[[[\*\*\*Feel free to offer a buy 3 get the 4th free special if needed\*\*\*\*]]]]]]]]

**IF NO:** No problem! We have a couple other accessories... (click right button)

**Garden Tools, BBQ Tools & Outdoor Knives** [Slide 45]*[IF WANT TO SEE GARDEN TOOLS, BBQ TOOLS OR HUNTING & FISHING KNIVES- READ SECTION]*

**IF BARBECUE:** There are three pieces in the set and they are Forever Guaranteed! The tongs have our special handle and have a grip to grab food. The fork is great for hot dogs, marshmallows, and turning steaks. And the turner is your burger flipper with a leather strap for hanging. Unlike wooden tools, you can leave them outside year-round, and they'll last forever. They also make a great birthday or Father's Day gift.

**IF GARDEN:** The gardening tools the same quality as our knives and are guaranteed forever! The Home & Garden Industry rated them as the #1 trusted garden tools! Each one can take 300 pounds of pressure without bending or breaking. (You can drive over them with a car and they won't break!) The yellow accents make them easy to find in messy soil (or in the dark). The steel goes all the way to the bottom of the handles. The 5 piece set also includes the pruners and the free green garden bag, and it's only \$3-01 in full, which can even be split up over 3 months. What do you think of those?

\*\*\*\*\* **IF YES:** Great! Do you want to try those out today?

\*\*\*\*\* **IF NO:** We also have our 4 piece set which includes just the tools without the pruners for only \$1-31 in full. What do you think of that option?

**IF HUNT/FISH/SPORT:** They are all Forever Guaranteed! Most people don't know that CUTCO owns KA-BAR. These are used by the US military and law enforcement. They come in different handle colors and all can be engraved as gifts! Do any of these look like something you'd want to check out?

(**IF YES:** Alright, let's take a look at them on the website.)

(**IF NO:** "No problem!" Click next button)

## **RECOMMENDATIONS** [Slide 47]

**Ask for recommendations before you enter their order but before you wrap up the appointment!**

### **Three Keys: Ask, Smile, Follow the Script**

- Mr/s \_\_\_\_\_, Go ahead grab your phone and pull up your contacts real quick because I have one more favor and this is the most important part of my job...
- Here is how you can REALLY help me out.
- I get paid every time I SHOW Cutco, but I can only show it to people I have been personally recommended to.
- So, what I need you to do real quick is just think of like 100 people who might be nice enough to help me out....
- Just kidding! everyone just gives me 10-20 and I am not looking for who you think would buy, just nice people like you who MIGHT be willing to take a look.
- I actually have a quick form for us to make this easier and for you to just verify that we completed this presentation so I can get credit.
- Let's fill it out together.

***[Open link on your computer and give to customer]***

- Here's the form to fill out!
- When you finish filling out the top part let me know how many you have before you submit it please?
- Thank you so much for sitting down with me by the way, this helps me out so much!

***(IF LESS THAN 10)*** Thank you, Mr/s. \_\_\_\_\_! That's a big help... Just so you know, when you give me at least 10 recommendations, you become a Sponsor. When you give me 20 or more, you become a Double Sponsor. Once I have 50 sponsors, I get a free piece of Cutco from my manager that I can show on my presentations, or sell for cash. Do you think there's any way you can think of \_\_\_ more to who might be willing to see me so that you can be a sponsor/double sponsor of mine?

***(IF MORE THAN 10)*** By the way, my record is \_\_\_\_, think you can beat that?

### **HANDLING RECOMMENDATIONS CONCERNS**

**IF THEY ASK YOU WHETHER THEY CAN GET IT BACK TO YOU LATER:**

- I really appreciate you sitting down with me, and I understand that you're super busy.
- I do have to stay on the meeting with you until you finish submitting it, because it's the only way I can stay on track to hit my goals and get credit for the demo. It takes less than 5 minutes to fill out, and the referrals are the most important part - that's actually how I get credit for the presentation.
- Who do you know that is super nice?

**LET ME CALL THEM FIRST AND I'LL GET BACK TO YOU:**

- Of course! It would sound crazy if I called them and they didn't expect it.
- I am actually not going to be reaching out for at least a few days to a week and if anyone has any problems you can let me know and I will just cross them off the list but this really is the most important part of my job so can we please think of at least a few now and you can always give me more later. Who do you know that is super nice?

**CAN ONLY THINK OF A FEW PEOPLE**

- Thank you so much for thinking of those people. I'm trying to keep a full schedule so I can hit my goals (scholarship).
- I can actually help you think of some people. Who do you know that is super nice?

**DON'T KNOW ANYONE... (Customer is really saying "I don't know anyone who wants to buy")**

- Mr/s. \_\_\_\_\_, as I mentioned, I'm not looking for people who you think would buy, just nice people like you who might not mind seeing me. Who do you know that is super nice?

**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 and I will even give you the chance to reach out to them first. This really is the most important part and it would mean the world to me if we could at least think of a few. Who do you know that is super nice?

**WHO DO YOU KNOW... (ASK FOR SPECIFIC PEOPLE THEY MAY KNOW!!)**

Who likes to cook? Who entertains often? Who is the unofficial mayor of your friend group? Who could get me into the best network? Who is in my future field.. Who has the nicest kitchen? Who has a nice car? Who has a nice house? Has a second home? Who lives in your neighborhood? <b>Who do you know that I might be able to do a virtual demo for?</b>	Who likes nice things? Whose kids went to or go to private school? Who likes to golf? Who likes to garden, fish, hunt? Who has a pool? Who are the coolest people you work with? Has a wedding or anniversary coming up?  <b>Who would you send your kids to first if <u>they</u> were doing this?</b>	<b><u>Town Drop (You pick and write in)</u></b>
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**HEADS UP TEXT AND FB POST** [slide 49]

- Mr/s \_\_\_\_\_, thank you so much for sitting down with me today. Before I let you go, I have 2 quick things I want to set you up with.
- The first thing I have for you is our "heads up" text. How weird would it be if your friends got a random text from a random person without any context? Just a little strange. But that's not a problem anymore! I have this straightforward, but informative text that you can send your friends so you can give them a heads up that I'll be reaching out.

*(Give them the heads-up template with your info)*

- The second thing I have for you is a quick Facebook post. Do you have Facebook?

**IF YES:** Awesome! So at the end of every presentation, I like asking all my customers if they'd be nice enough to do a quick Facebook post about me. I have the template for you here. It just talks about me, the goals I'm working towards, and how people can help me achieve them. Birds of a feather flock together after all! Good people know good people and you're good people so it would really help me out if you could make this post for me.

*(Send them FB post)*

**IF NO:** No problem

---TEMPLATES--- <https://njlegacyrep.com/headsup/>

**LEAPFROGGING**

Thank you so much Mr/s. \_\_\_\_\_. You have no idea how much this is going to help me with my Scholarship.”

“Now out of this list, **who's** usually home at this time?” *(Put a dot next to anyone that's home)*

Awesome thank you again Mr/s. \_\_\_\_\_. This really helps me out. But honestly, the hardest part of my job isn't having people say yes to my appointments, in fact, most people do want to see it. The hardest part of my job is getting in touch with people. What helps me out the most is when a customer actually helps me reach their friends. And in order to stay on track for GOAL (scholarship or contest), I need to do \_\_\_ appointments a day, and I had a couple reschedules so I only ended up with \_\_\_ for today. And since I'm in the area is there any way we could reach out to a few of them and see if I could just stop in real quick

**Coaching Them on What to Say**

“Awesome. Alright so the worst thing we could say is ‘Some college kid wants to come over and sell you knives.’

You can just tell them my name's **NAME**, I go to **SCHOOL**. I'm doing an internship where I credit just for doing short fun presentations. There's no obligation to buy anything, and I'm in the area trying to hit my goal. And see if they might be able to squeeze me in either now or at **AVAILABLE TIME**

**BEST PEOPLE LIST** \*STAR\* IF MARRIED AND OWN A HOME**Top 15 Family Members****Top 15 Family Friends**

Name	Phone #	Name	Phone #
1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	
6.		6.	
7.		7.	
8.		8.	
9.		9.	
10.		10.	
11.		11.	
12.		12.	
13.		13.	
14.		14.	
15.		15.	

**Top 20 Friend's Parents**

Name	Phone	Name	Phone
1.		11.	
2.		12.	
3.		13.	
4.		14.	
5.		15.	
6.		16.	
7.		17.	
8.		18.	
9.		19.	
10.		20.	

**TOP 20 BEST PEOPLE**

Name	Phone	Name	Phone
1.		11.	
2.		12.	
3.		13.	
4.		14.	
5.		15.	
6.		16.	
7.		17.	
8.		18.	
9.		19.	
10.		20.	

**BEST PEOPLE LIST—Continued****\*STAR\* IF MARRIED AND OWN A HOME****Top 15 Teachers / Coaches / Mentors****Top 15 Friends from sports / clubs**

Name	Phone #	Name	Phone #
1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	
6.		6.	
7.		7.	
8.		8.	
9.		9.	
10.		10.	
11.		11.	
12.		12.	
13.		13.	
14.		14.	
15.		15.	

**Top 10 Siblings' Friends' Parents****Top 10 Virtual Demos / Out of state**

<b>Name</b>	<b>Phone</b>	<b>Name</b>	<b>Phone</b>
1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	
6.		6.	
7.		7.	
8.		8.	
9.		9.	
10.		10.	

**Top 20 Miscellaneous**

<b>Name</b>	<b>Phone</b>	<b>Name</b>	<b>Phone</b>
1. Realtor:		11. Salesperson:	
2. Hairstylist:		12. Old Babysitter:	
3. Doctor:		13. Accountant:	
4. Lawyer:		14. Dentist:	
5. Old Boss:		15. Friend from old job:	
6. Co-Worker:		16. Friend from old job:	
7. Priest/Pastor:		17. Facebook? How many?	
8. Principal:		18. School directory? How many?	
9. Owns an RV:		19. Church directory? How many?	
10. Has 2 homes:		20. Sports directory? How many?	

**BEST PEOPLE LIST: OVERFLOW**

#	NAME	PHONE NUMBER	#	NAME	PHONE NUMBER
		<b>*STAR* NAME IF MARRIED AND OWN A HOME</b>			
1			26		
2			27		
3			28		
4			29		
5			30		
6			31		
7			32		
8			33		
9			34		
10			35		
11			36		
12			37		
13			38		
14			39		
15			40		
16			41		
17			42		
18			43		
19			44		
20			45		
21			46		
22			47		
23			48		
24			49		
25			50		

# Calling Friends to Get Parents' Numbers

Hey (THEIRNAME),

I need you to do me a favor. I'm literally calling everybody I know.

I started this new job and I'm in this huge contest to earn a scholarship. All I have to do is this really quick presentation for people and get their opinion on something.

It's pretty easy to do, but I have to see people that are over 30 and married. I was thinking your parents fit that description. I have to actually call them and ask them personally about it. Even if they're too busy to do it, that's fine. It helps me just to call them and ask them about it.

So who's easier to talk to, your mom or your dad?  
Cool, let me get her/his number real quick. It would really help me out.  
Thanks a lot! Ok I gotta go, but I really appreciate it. This helps a ton!

## Objections

### **“ARE YOU SELLING SOMETHING?”**

Yes! But what's cool about it is that they don't have to buy anything so it's SUPER low pressure. Whether I actually sit down with them or I just talk to them over the phone for 60 seconds, it still helps. Don't worry, I promise I won't bother them.  
Trust me, I wouldn't be doing this job if it was something I felt like would bother people. In fact, I bet they'll love it! It's really fun. 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 to compete for the scholarship. I wouldn't be doing this 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 your friend. So can you help me out?

### **“THEY'RE REALLY BUSY” or “I'M NOT SURE IF THEY'D WANT TO”**

No big deal. Worse thing that could happen is they say “no” and then it still helps me towards the contest. 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. If I could just at least talk to them then it would really help me out.  
So can you help me out?

### **“WHAT'S THE PRESENTATION ABOUT?”**

Well it almost takes too long to explain, but basically I'm just demonstrating some kitchen stuff.  
Like I said, it's really easy and they don't have to commit to seeing it, I just have to call and ask them. If they say they're busy then no big deal. So can you help me out?

### **(If they insist on talking to them first)**

Ok, you can go ahead and ask them, but make sure you ask them a certain way: Just say: I'm competing in a scholarship contest. I get credit just to show them a quick presentation. It's really fun and easy and only takes 45 minutes. If they say yes can you call/text me back with their number by \_\_\_\_\_? Ok thanks!

## Training Appointments

### Your success during your first week with Vector will be determined by:

- Quantity of **QUALIFIED** Appointments: It's a numbers game! **More QUALIFIED Appointments = More Sales**
- See your **BEST CUSTOMERS FIRST! TOP 5 CUSTOMERS!!!**

### Tips For Scheduling First Weekend Appointments

- **Don't over-emphasize CUTCO on the phone!** The purpose of your call is to schedule an **appointment**. CUTCO is incredible but they won't understand how great it is until they see it!
- **Speak directly to who you want to schedule:** Don't relay messages through friends!
- **Don't text to set up appointments:** Not very professional / leads to miscommunication Create the right habits and call!
- **Speak with the wife on the phone:** Target customer and easier to schedule!

- **Stress the fact that it's not a question of buying or selling:**

Many people will tell you: "You can come over, 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:** "Can you see my presentation?" **or** "Do you want to see my presentation?"

- **Set up a specific time:** Tentative appointments generally fall through
- **Schedule appointments 90 minutes apart:** At first, it takes longer because you're new and you know them well!
- **Not everyone will answer their phone:** Use the 4:1 rule— for every 4 phone calls, 1 person will pick up If you want to schedule 5 appointments, make 20 calls! 10 appointments = 40+ calls....
- **Don't leave a message:** Just try again later if they don't answer  
**Try calling twice:** If you try again right away they'll know it's urgent.
- **CUTCO Owners are the best prospects:** Always schedule appointments with CUTCO owner s
- **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.** Once your appointments are set, you're done "working"— now it's time to have fun and do some demos!
- **Don't call ahead!** Once you set up the appointment, show up at the scheduled time. Calling ahead as a reminder will result in many customers asking to reschedule for another time.
- **Urgency:** Let your customers 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 on you last minute.

## Training Appointment Phone Approach (In Person)

- Hi (*NAME*), this is (*YOURNAME*). How are you? (*Catch up*)
- Well, The reason I'm calling is because I just started a great, new job **showing** CUTCO.
- As part of my training, I'm required to put on some initial training appointments.
- **You don't have to get anything, because I get paid just to show it.**
- I want to do **10** appointments by (*3DaysOut*), so I wanted to know if I could stop by (*DAY*) at (*TIME*) or would (*TIME*) be better for you?
- Great! Thanks a lot. This REALLY helps me out!
- Could you put in your schedule that our presentation will be (*DATE*) at (*TIME*)?
- Can I grab your address real quick?
- Will (*SPOUSE'S NAME //or// YOUR HUSBAND*) be available too? (*If no – find a time that would work for both*)
- By the way, are you **sure** this time definitely works?
- Great, I'm really looking forward to catching up. I know this doesn't mean a lot to you, but it means a ton to me.
- Thanks so much! I will see you \_\_\_\_\_ at \_\_\_\_\_. Take care.

### **TEXT IF THEY DON'T ANSWER:**

Click "they didn't answer (skipped voicemail)" > "Record + Text" > "Pre-Call Prospect Outreach"

### 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? (*If you're nervous, smile and say: It's really awesome knives! So what time is 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? (*If you're nervous, smile and say: Great! CUTCO rocks! So what time is better for you?*)

#### THAT TIME DOES NOT 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 \_\_\_\_\_ at \_\_\_\_\_ or would \_\_\_\_\_ at \_\_\_\_\_ be better? (*If you're nervous, smile and say: No problem! Which day is the **least busy**?*)

#### HOW LONG DOES IT TAKE?

Not too long at all, my part is about 45 minutes. After that, it's up to you. So which time would be best for you, (DATE) at (TIME) or (DATE) at (TIME)?

***This approach is only to be used with people you know from your initial list.***

***Different approach for calling recommendations.***

## Training Appointment Phone Approach (Virtual)

**\*\*YOUR CUSTOMER NEEDS TO BE ON A COMPUTER FOR THE DEMO!\*\***

- Hi (*NAME*), this is (*YOURNAME*). How are you? (*Catch up*)
- Well, The reason I'm calling is because I just started a great, new job **showing** CUTCO.
- As part of my training, I'm required to put on some initial training appointments.
- You don't have to get anything, because I get paid just to show it.
- We can do the entire thing over the computer and it only takes about an hour!
- **We just both need to be on a laptop or tablet for me to get credit :**
- I want to do **10** appointments by (*3DaysOut*), so I wanted to know if we could get on a video call for an online presentation (**DAY**) at (**TIME**) or would (**TIME**) be better for you?
- Great! Thanks a lot. This REALLY helps me out!
- Could you put in your schedule that our presentation will be on (**DATE**) at (**TIME**)?
- Can I grab your email address real quick to send you the info?
- Will (**SPOUSE'S NAME //or// YOUR HUSBAND**) be available too? (*If no – find a time that would work for both*)
- Thanks so much for helping me with this! I'm really looking forward to catching up. I know this doesn't mean a lot to you, but it means a ton to me.
- You will receive an email with a link to our presentation and then I'll be on, ready to go at exactly (**TIME**) so please don't forget about me! Talk to you then!

### ***TEXT IF THEY DON'T ANSWER:***

*Click "they didn't answer (skipped voicemail)" > "Record + Text" > "Pre-Call Prospect Outreach"*

### **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? (*If you're nervous, smile and say: It's really awesome knives! So what time is 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? (*If you're nervous, smile and say: Great! CUTCO rocks! So what time is better for you?*)

#### **THAT TIME DOES NOT 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 \_\_\_\_\_ at \_\_\_\_\_ or would \_\_\_\_\_ at \_\_\_\_\_ be better? (*If you're nervous, smile and say: No problem! Which day is the **least busy**?*)

#### **HOW LONG DOES IT TAKE?**

Not too long at all, my part is about 45 minutes. After that, it's up to you. So which time would be best for you, (DATE) at (TIME) or (DATE) at (TIME)?

***This approach is only to be used with people you know from your initial list.***

***Different approach for calling recommendations.***

## Handling Questions on the Phone

**ALREADY OWN IT:** That's awesome! How long have you had it? Well, I get paid just for doing the presentation and it would be great if you could give me some pointers. Also, CUTCO has a Forever Guarantee. I can inspect your knives to verify that everything is still in great shape. If not, I can help you send it back to get sharpened and polished for free. It would really help me out, so would \_\_\_\_\_ or would \_\_\_\_\_ be better for you?

**BUSY:** No problem Mr/s. \_\_\_\_\_, so am I. That's why I'll be in and out before you know it. I'll give you a super quick version and if I'm taking too long you can drop-kick me out the door. So could you *squeeze me* in real quick at \_\_\_\_\_ or would \_\_\_\_\_ be better?

Or... No problem Mr/s. \_\_\_\_\_. Is that a bad day or just a bad time?

**CALL BEFORE YOU COME:** Mr/s. \_\_\_\_\_, I'd love to do that, but I'm going to be real busy, and I count on every appointment I have lined up, so is there a better time when you're sure you'll be there?

**CALL ME TOMORROW:** When's the best time to get a hold of you? So you'll be there at \_\_\_\_? I actually have an opening at that time that I really need to fill, how about I stop by real quick then?

**CALL ME NEXT WEEK:** I can definitely do that Mr/s. \_\_\_\_\_, but I'm in a *Huge Contest* and I need to complete \_\_\_\_\_ presentations by \_\_\_\_\_. Is there any way you can *Squeeze* me in before then?

**CAN'T YOU JUST SAY YOU WERE HERE?** No, Mr/s. \_\_\_\_\_, I can't lie to my boss. Besides it's quick and fun and there's no obligation to buy anything because I get paid just to stop by. It would really help me out, so would \_\_\_\_\_ or \_\_\_\_\_ be better for you?

**NOT GOING TO BUY:** No problem Mr/s. \_\_\_\_\_. I love doing presentations. Even if you don't see anything you like, it still helps me towards my goal just by listening. I'll be in and out before you know it. I need to get in one more by \_\_\_\_\_ so would \_\_\_\_\_ or would \_\_\_\_\_ be better for you?

**NOT INTERESTED:** I can totally appreciate that but just so I know, when you say you're not interested do you mean in helping me out towards (INSERT GOAL, SCHOLARSHIP, ETC.) or just in buying knives?

If buying knives: I am so sorry I must not have explained it very well at all. I actually am not even looking to sell you anything, I get credit literally just for sitting down with you so if you would be willing to spare me 15 minutes I will be in and out faster than your favorite shampoo and if I'm taking too long you can literally drop kick me out the door. The only reason I am so persistent is because I am working so hard towards my goal and this presentation could mean the difference between me hitting it and falling short. \*offer two times\*

**SEEN THE DEMO 100 TIMES!** So I'm sure you already know that I get credit just for doing the presentation and that just sitting down with me really helps me out. I just feel bad it took this long for you to see **MY PRESENTATION** but I can do a super quick version for you and afterwards you don't have to worry about it ever again because you can tell anyone else you have a Cutco rep for life if you were to ever get another call! So would \_\_\_\_\_ or \_\_\_\_\_ be better?

**WHAT ARE YOU SELLING?** What I'm *showing* is called CUTCO, it's a great set of kitchen knives and gadgets. I know you probably have tons of knives but I get paid just to show it and it really helps me towards my goals. So could I stop by real quick at \_\_\_\_\_ or would \_\_\_\_\_ be better for you?

## PHONING TIPS!

- Make calls from the **office** whenever possible: It's a great environment for maximum efficiency.
- Stay **organized**: Always have your planner with demo times available, your approach, and your contact list.
- **Always** follow your approach!
- **Smile** when you **Dial!** Be **enthusiastic!** It's not just what you say, but how you say it.
- Don't **sell** over the phone: The purpose is to schedule an appointment.
- Create **Urgency!** "Mr/s. \_\_\_\_\_, I really need to complete \_\_\_\_ appointments by \_\_\_\_\_ to hit my goal..."
- Always offer a **choice of two times!**
- Stress the **reference**: "\_\_\_\_\_ thought you'd be nice enough to help me out"
- Set up **specific times**: Tentative appointments usually fall through. Try not to book appointments more than **3 days** in advance: More likely to forget or reschedule if it's further out.

What are you up to (tomorrow/this weekend)? Any special plans? So you're pretty open on \_\_\_\_\_? Great...

- **CONSISTENT PHONE EFFORT = CONSISTENTLY BIG PAYCHECKS!**

## ACQUAINTANCE APPROACH!

(Calling from a directory / People you don't know well)

Hi (THEIRNAME), this is \_\_\_\_\_. I don't know if my name rings a bell, but...

*My mom works with you at \_\_\_\_\_.*

*I go/went to school with your son or daughter at \_\_\_\_\_.*

*I live down the street from you on \_\_\_\_\_.*

How are you? I was hoping you could help me with something I'm working on for school.

Basically, I have been doing an internship where I get credit towards a scholarship JUST for doing short fun presentations. You are probably going to laugh because chances are you have heard of it before, have you ever heard of Cutco?

Well it's just kitchen stuff but I get credit JUST for doing the presentation, so JUST sitting down with me REALLY helps me out.

The whole gist of it is I come over, we chop up some food, I try to make you laugh, and then we are best friends forever. You can never have too many best friends, that's just a fact!

I know you're probably super busy and the least important thing on your plate is the college kid's spiel about knives, but I have been working super hard and I am going to be in your area the next couple of days. It would mean the world to me if you could squeeze me in for half an hour on \_\_\_\_\_ at \_\_\_\_\_, or would \_\_\_\_\_ at \_\_\_\_\_ be better for you?

Awesome, can I please grab your address real quick?

***(ALWAYS SURE UP AND HAVE THEM WRITE IT DOWN.)***

Can you please do me one last favor? Can you just put in your calendar that I will be there \_\_\_\_\_ at \_\_\_\_\_ and put a smiley face next to it so that you know what I look like when I get there?

Thanks so much! I will see you \_\_\_\_\_ at \_\_\_\_\_. Take care.

## Calling Referrals / Recommendations (Speak with Manager 1st)

Hey is (REC NAME) there? Hi (REC NAME), this is (YOUR NAME). I don't know if my name sounds familiar, but I was over visiting with (REFERRER) and he/she told me you were pretty awesome. Did (REFERRER) get a chance to tell you I was going to call?

*If no:* No problem, seems like I beat him/her to the punch! (*haha*)

Well the reason \_\_\_\_\_ told me I HAD to give you a call is because she KNEW you would be **nice** enough to help me out with something I am working on for school. Basically, I have been doing an **internship** where I get credit towards a **scholarship** JUST for doing short fun presentations. You are probably going to laugh because chances are you have heard of it before, have you ever heard of Cutco?

Well it's **just** kitchen stuff but I get credit **JUST** for doing the presentation, so **JUST** sitting down with me **REALLY helps me out**. The whole gist of it is I come over, we chop up some food, I try to make you laugh, and then we are best friends forever. You can never have too many best friends, that's just a fact!

I know you're probably super busy and the least important thing on your plate is the college kid's spiel about knives, but I have been **working super hard** and I am going to be in your area the next couple of days. **My goal** is to do 5 demos by (2 DAYS AWAY) and it would mean the world to me if you could **squeeze me in** for 45 minutes **on \_\_\_\_\_ at \_\_\_\_\_, or would \_\_\_\_\_ at \_\_\_\_\_ be better for you?**

Awesome, can I please grab your address real quick?

*ALWAYS SURE UP AND HAVE THEM WRITE IT DOWN.*

Can you please do me **one last favor?** Can you just **put in your calendar** that I will be there \_\_\_\_\_ at \_\_\_\_\_ and put a smiley face next to it so that you know what I look like when I get there?

**Thanks so much!** I will see you \_\_\_\_\_ at \_\_\_\_\_. Take care.

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### **TEXT IF THEY DON'T ANSWER:** (FILL IN THE BLANKS)

Hi {THEIRNAME}! I don't know if my name rings a bell, but this is {referral.name's} friend {YOUR NAME}! We thought you could help me out with something I'm working on for school. Can I give you a quick call? :)

\* ask your manager if you need a non-student referral approach. Basically replace "scholarship" with promotion

## Handling Questions on the Phone

**ALREADY OWN IT:** That's awesome! How long have you had it? Well, I get paid just for doing the presentation and it would be great if you could give me some pointers. Also, CUTCO has a Forever Guarantee. I can inspect your knives to verify that everything is still in great shape. If not, I can help you send it back to get sharpened and polished for free. It would really help me out, so would \_\_\_\_\_ or would \_\_\_\_\_ be better for you?

**BUSY:** No problem Mr/s. \_\_\_\_\_, so am I. That's why I'll be in and out before you know it. I'll give you a super quick version and if I'm taking too long you can drop-kick me out the door. So could you *squeeze me* in real quick at \_\_\_\_\_ or would \_\_\_\_\_ be better?

Or... No problem Mr/s. \_\_\_\_\_. Is that a bad day or just a bad time?

**CALL BEFORE YOU COME:** Mr/s. \_\_\_\_\_, I'd love to do that, but I'm going to be real busy, and I count on every appointment I have lined up, so is there a better time when you're sure you'll be there?

**CALL ME TOMORROW:** When's the best time to get a hold of you? So you'll be there at \_\_\_\_? I actually have an opening at that time that I really need to fill, how about I stop by real quick then?

**CALL ME NEXT WEEK:** I can definitely do that Mr/s. \_\_\_\_\_, but I'm in a *Huge Contest* and I need to complete \_\_\_\_\_ presentations by \_\_\_\_\_. Is there any way you can *Squeeze* me in before then?

**CAN'T YOU JUST SAY YOU WERE HERE?** No, Mr/s. \_\_\_\_\_, I can't lie to my boss. Besides it's quick and fun and there's no obligation to buy anything because I get paid just to stop by. It would really help me out, so would \_\_\_\_\_ or \_\_\_\_\_ be better for you?

**NOT GOING TO BUY:** No problem Mr/s. \_\_\_\_\_. I love doing presentations. Even if you don't see anything you like, it still helps me towards my goal just by listening. I'll be in and out before you know it. I need to get in one more by \_\_\_\_\_ so would \_\_\_\_\_ or would \_\_\_\_\_ be better for you?

**NOT INTERESTED:** I can totally appreciate that but just so I know, when you say you're not interested do you mean in helping me out towards (INSERT GOAL, SCHOLARSHIP, ETC.) or just in buying knives?

If buying knives: I am so sorry I must not have explained it very well at all. I actually am not even looking to sell you anything, I get credit literally just for sitting down with you so if you would be willing to spare me 15 minutes I will be in and out faster than your favorite shampoo and if I'm taking too long you can literally drop kick me out the door. The only reason I am so persistent is because I am working so hard towards my goal and this presentation could mean the difference between me hitting it and falling short. \*offer two times\*

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**WHAT ARE YOU SELLING?** What I'm *showing* is called CUTCO, it's a great set of kitchen knives and gadgets. I know you probably have tons of knives but I get paid just to show it and it really helps me towards my goals. So could I stop by real quick at \_\_\_\_\_ or would \_\_\_\_\_ be better for you?

# ★ Names List Assignment Guide ★

- Work on getting numbers of prospects/qualified customers and putting them into the Vector Impact app.
- **Qualified Customer** = 30+ & Owns a home / Has a career.
- You do not need to reach out to that person and ask for a demo. Just get numbers into Vector Impact so you are ready when we learn how to book appointments!
- Spend a few hours doing the steps at the bottom once and you will feel the rewards of it for the rest of your rep career.
- **Use the steps below to crush this assignment and set yourself up for success!**

## WATCH VIDEO OF OWEN EXPLAINING ASSIGNMENT GUIDE HERE:

★ <https://njlegacytraining.com/contacts/>



## TEXT PARENTS / CLOSE FAMILY IN TRAINING

Hey! For my job I get paid to do fun presentations for homeowners. They don't have to get anything because I get paid and experience just for presenting. Can you send me these numbers (and anyone else you can think might be nice enough to let me practice with them): *NAMES*

Thank you so much! Love you.

## WHEN GETTING FRIENDS PARENTS NUMBERS:

- Do not ask for permission to talk to their parents. Ask for the number so you can ask the parents permission to practice with them
- Spend the time to **get the person's number that you would do a demo for, not your friends**
- Act like a professional and you will be taken seriously by contacting them personally
- Learn how to communicate over the phone with customers
- Since your friends aren't trained, they might not say helpful things to their parents if you try to go through them
- You don't want to have to call your friends and bug them every time you try to book demos
- FOR HUGE THOUGHT JOGGER LIST: <https://njlegacyrep.com/thought-joggers/>

## TOP 20 LIST THOUGHT JOGGERS

**Who do you know who...**

- Has the nicest kitchen
- Entertains often – Hosts a lot of dinner parties / Holidays, ect
- Owns a second home... can be a shore house, mountain house, lake house, apt in the city, hunting lodge, ect.
- Likes to golf / Belongs to a country club
- Could get you into the best network / Unofficial mayor
- That likes to buy things / likes nice things / Has a pool / Owns a boat / Travels often
- Went to or goes to private school.
- Lives in a town you'd be excited about doing demos in.

## ★ WAYS TO BUILD YOUR NAMES LIST ★

**Personal contacts** – Who do you currently have in your contacts that would be a qualified customer? Move them over from friends to prospects by swiping.

**Directories** – neighborhood, school, club, church/temple, etc

**Parents** – **BIG TIP: PUT THOUGHT INTO IT & BRING A LIST OF PEOPLE YOU WANT NUMBERS FROM.** Don't expect them to do all the work for you!

**Have a conversation with them and share things you are excited to gain from the job**

— > **Examples:** Time management skills, improve communication, networking, scholarship opportunity, potential internship credit, resume experience, presidents club (letter of recommendation from president of company)

**Let them know that anyone they give you:**

- No obligation for them to buy – you get paid, experience and recs on every demo
- Your goal is to get as much experience as possible before having to go to people you don't really know
- The worst thing they can say is no...

With their permission, you can download Vector Impact on their phone and mark their friends that you want numbers for as prospects and they will show up in your app!

### **Text Friends For Parents Numbers**

*In app: Go to more > device contacts > click contact > click "get parent info" - it will pull up the text, just press send!*

**First Text/FB/Snapchat/Insta Message To Friend:**

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

**If they ask what this is for / say they want to check with their parents:**

I just need to do appointments to get experience and I'm trying to do as many as possible. I get paid just to do them so I just want to see if she could spare me 30 minutes just for me to learn. Even if they say no it helps me a ton just to ask. What is the best number so I can check real quick?

\*\*\* If they have a question or response that doesn't match the above response, ask your manager for help, don't wing it!

**Snapchat / Instagram Message** – Acquaintances / People you are not super close with:

**Message:** Hey! I know this is super random lol but I got this internship where I get paid to present to parents so I was hoping to get your mom or dad's number?

**Facebook** – add people from the neighborhood, family friends, friends parents, teachers ect and then send them a message for phone number.

**Message:** Hey! I hope you are doing great. I actually have a quick question that I was hoping you may be able to help me with. What is your phone number so I can give you a quick call tomorrow?

**[www.FastPeopleSearch.com](http://www.FastPeopleSearch.com)** – Old fashion phone book where you can search people by town and name. All numbers are not always accurate but a great tool if you are having a tough time with the other methods.

**★ Ask your manager if you need help or want extra ideas! ★**

**PAY PROGRAM: also on [www.NJLegacyRep.com/PayProgram](http://www.NJLegacyRep.com/PayProgram)**

<u>Sales Volume</u>	<u>Promotion Level</u>	<u>Cumulative Income</u>	<u>Average # of Demos</u>	<u>Fast Start Demos Per Day</u>
Sell 1,000	15%	\$100	6	-
Sell 3,000	20%	\$400	15	1-2
Sell 6,000	25%	\$1,000	30	3
Sell 10,000	30%	\$2,000	40	4
Sell 20,000	35% (30+5)	\$5,000	85	5
Sell 30,000	40% (30+10)	\$8,500	125	-
Sell 50,000	45% (30+15)	\$16,500	300	
150,000+	50% (30+20)	\$61,500	<u>*Averages</u>	<u>Improve With Experience!!!</u>

**Bonus Levels**

- Monthly quota in order to receive bonus level: 4k CPO = 10% / 6k CPO = 15% / 8k CPO = 20%
- Monthly bonus paid out first cycle of following month

**BASE PAY**

- **Weekly Cycle:** Tuesday Morning—Monday @ Midnight
- **Base Pay Calculation:** \$ 22 Base / Appt x Number of Qualified Appts completed for week
- **Qualified Appointment:** Over 30 / Working full time (or retired by choice) / No group demos
- **CALL IN FOR COACHING CALLS and KEEP YOUR DEMOS UPDATED IN THE APP**  
Must call after EVERY demo to receive base pay

**Calculating Your Paycheck**

- **Base or Commission:** Whichever is higher for the week — not both.
- **If Commissions are higher for the week:** No base pay from company

Example: 10 Appts for week x \$22 Base/Appt = **\$220 guaranteed**  
 Commissions earned for week = \$90  
 Company contribution = \$30  
 Total Check = \$220

- **If Base Pay is higher:** Company contributes the **DIFFERENCE**
- **If your paycheck is ever incorrect or not what you expected, CALL YOUR MANAGER ASAP!**
- **Reasons for Incorrect Paycheck:** Problem Orders (not processing) or Forgetting to turn in QPR

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**HOW QUICKLY CAN YOU GET TO 30% ... AND EARN \$2,000???**  
**THE PURSUIT OF 10K AND DIRTY THIRTY!!!**

\$10,000 / 250 Average order = 40 sales 40 sales / 60% = 60-70 Demos

- 1 DEMO A DAY = 2 MONTHS**  
**2 DEMOS A DAY = 5 WEEKS**  
**3 DEMOS A DAY = 3 WEEKS**  
**5 DEMOS A DAY = 2 WEEKS**  
**6 DEMOS A DAY = FAST START CHAMPION!**
-

# HOW MUCH WILL YOU EARN THIS CAMPAIGN???

12 week projection (Based on 66% closing [2/3] and 250 Average order)

## 5 DEMOS A WEEK Part Time around school or WEEKEND WARRIOR

5 Demos x 12 weeks = 60 Demos = 40 Sales x 250 Average order = 10,000 CPO = \$2,000 income

## 10 DEMOS A WEEK

10 Demos x 12 weeks = 120 Demos = 80 Sales x 250 Average order = 20,000 CPO = \$5,000 income

## 20 DEMOS A WEEK

20 Demos x 12 weeks = 240 Demos = 160 Sales x 250 Average order = 40,000 CPO = \$12,500 income

## Phoning Is The Answer / “Dirty” 30% and Beyond!

*Consistent Phoning Throughout the Campaign = Massive CPO*

HIT 10K MINIMUM FOR CAMPAIGN AND QUALIFY FOR REGIONAL “DIRTY 30” EVENT!

EVENTS: SPRING CAMPAIGN @ RDC / SUMMER CAMPAIGN @ CFC / FALL CAMPAIGN @ YEB

### 10 Phone calls a day = 10k “PROSPECT” \$2,000 income

10 Calls x 5 days a week = 50 Phone Calls a week → 7 Demos = 1000 CPO

Guaranteed 10k for the campaign \$2,000 income if starting from scratch!

5 calls every morning / 5 calls every night OR 5 Before—5 After each demo (1 demo a day)

### 20 Phone calls a day = 20k “PRO” \$5,000 income

20 Calls x 5 days a week = 100 Phone Calls a week 14 Demos = 2000 CPO

Guaranteed 20k for the campaign \$5,000 income if starting from scratch!

10 calls every morning / 10 calls every night OR 5 Before—5 After each demo (2 demos a day)

### 30 Phone calls a day = 30k “ALL STAR” \$8,500 income

30 Calls x 5 days a week = 150 Phone Calls a week 21 Demos = 3000 CPO

Guaranteed 30k for the campaign \$8,500 income if starting from scratch!

15 calls every morning / 15 calls every night OR 5 Before—5 After each demo (3 demos a day)

### THE PHRASE THAT PAYS... (Urgency)

“Mr/s. \_\_\_\_\_, I know you’re probably really busy but I need to do \_\_\_ appointments by \_\_\_\_\_ in order to hit my goal. Is there *any way you can squeeze me in* on \_\_\_\_\_ or is \_\_\_\_\_ better for you?”

# DREAMS LIST / GOALS

*HOW WILL YOU USE VECTOR TO ACHIEVE YOUR DREAMS???*

<p><b>Physical</b></p> <p><u>Short Term</u>                      <u>Long Term</u></p> <p>1.                                      1.</p> <p>2.                                      2.</p> <p>3.                                      3.</p>	<p><b>Material</b></p> <p><u>Short Term</u>                      <u>Long Term</u></p> <p>1.                                      1.</p> <p>2.                                      2.</p> <p>3.                                      3.</p>
<p><b>Intellectual / Creative</b></p> <p><u>Short Term</u>                      <u>Long Term</u></p> <p>1.                                      1.</p> <p>2.                                      2.</p> <p>3.                                      3.</p>	<p><b>Financial</b></p> <p><u>Short Term</u>                      <u>Long Term</u></p> <p>1.                                      1.</p> <p>2.                                      2.</p> <p>3.                                      3.</p>
<p><b>Adventure</b></p> <p><u>Short Term</u>                      <u>Long Term</u></p> <p>1.                                      1.</p> <p>2.                                      2.</p> <p>3.                                      3.</p>	<p><b>Psychological / Emotional</b></p> <p><u>Short Term</u>                      <u>Long Term</u></p> <p>1.                                      1.</p> <p>2.                                      2.</p> <p>3.                                      3.</p>
<p><b>Spiritual</b></p> <p><u>Short Term</u>                      <u>Long Term</u></p> <p>1.                                      1.</p> <p>2.                                      2.</p> <p>3.                                      3.</p>	<p><b>Character / Legacy</b></p> <p><u>Short Term</u>                      <u>Long Term</u></p> <p>1.                                      1.</p> <p>2.                                      2.</p> <p>3.                                      3.</p>
<p><b>CUTCO</b></p> <p><u>Short Term</u>                      <u>Long Term</u></p> <p>1.                                      1.</p> <p>2.                                      2.</p> <p>3.                                      3.</p> <p>4.                                      4.</p>	<p><b>Career</b></p> <p><u>Short Term</u>                      <u>Long Term</u></p> <p>1.                                      1.</p> <p>2.                                      2.</p> <p>3.                                      3.</p> <p>4.                                      4.</p>

## THE PATH TO FSM!

- **Attitude** is everything: Stay positive no matter what! Focus on performance goals rather than results.
- KISS: Follow the **Manual**, Have **Fun**, Cut **Food!**
- Complacency is the enemy of consistency: Stay focused and keep your momentum.
- Consistent **phone calls**: 10-20-30 a day or “5 before / 5 after”. Phone from the office as much as possible!
- “**Mission 100**”: How many contacts can you build? Concentrate on building a massive customer base.
- **Best 5 / 10 Focus**: Can you see your next BEST 5 or BEST 10 prospects each week?
- **Coaching calls** daily for best coaching and accountability
- **PC** weekly to stay on track for your goals
- Always Be **Learning**. Go on **field trainings**. Learn from the best with audios and videos on Vectorconnect!
- **Event Attendance**: Team meetings and conferences are crucial to any FSM’s success
- **Newsletter**: Hit the regional newsletter every week and your sales will skyrocket
- **DIRTY 30**: How quickly can you hit 10k each campaign?
- How to get **GREAT?**: **Repetition** and **Passion**. Master the **fundamentals** and fall in LOVE with CUTCO
- Master the **Approach** and **Objections** for: Closing, Recommendations, and Phoning - you’ll be an FSM ASAP!

### THE MORE YOU LEARN... THE MORE YOU EARN!

- Check out the LIBRARY on VectorConnect to access hundreds of audios and videos!
- Best practices from top Cutco Sales Professionals and Veteran Managers
- Increase your Phoning, Recommendations, and Closing skills. High level teaching → Pure Gold!
- Get motivated and inspired with keynote talks from the best events and conferences! Vector Ted Talks!

## We love leaders!



### SALES DEVELOPMENT PATH

- **TRAINEE**
  - Until 1k / 10 practice appointments
  - Training Appointments / Paid Practice | 10-30 practice presentations
- **Field Sales Leader:**
  - Learn lead booking / 50-100 Recs
- **Layers**
  - **Service calls** (\$6k+)
  - **Events team** (\$10k+)
  - Service events
  - Past Customer Marketing
  - **Business Gifts**
  - **Closing Gift Consultant**
- **Career Sales Professional**

### BRANCH MANAGEMENT LEADERSHIP ACADEMY

Elite program that gives reps access to Vector’s top-notch industry professionals. It focuses on teaching the personal, professional, financial, and emotional development needed to be a leader capable of being promoted to run a branch office.

### MANAGEMENT DEVELOPMENT PATH

- **Key Staff / Leadership Academy**
- **Junior Teambuilders**
- **Assistant manager**
- **Sales Manager**
- **Branch manager**
- **Pilot Sales Manager**
- **Recruiting Manager**
- **District Manager**

# KEYS TO SUCCESS

## PERSONAL DAILY INTERACTION- (P.D.I)

**Remember to check in after every demo & whenever you need help.**

Mon - Fri \_\_\_\_\_ to \_\_\_\_\_, Sat - Sun \_\_\_\_\_ to \_\_\_\_\_ Telephone Number \_\_\_\_\_

Daily contact with the office is essential. When possible, you are encouraged to stop in during these times. **At a minimum, you need to call in DAILY.** Along with the daily reports which must be completed by the managers, the purpose of the call is to inform you of special contests, promotions, standings, new programs, and other timely information that will help you be more effective in the field. We can answer questions, discuss new techniques, etc. Be sure to call on time. If you can't get through, try again or text your manager! P.D.I. is probably the most important aspect of working with VECTOR. It is an opportunity to get personalized attention, and help your income grow. Be prepared to share the following: **# of presentations, # of sales, C.P.O., # of leads received, # of demos for the next day**

This will make P.D.I. run smoothly for everyone.

## ADVANCED TRAINING (A.T.)

During your first week with VECTOR, you will be attending an Advanced Training session. The purpose of A.T. is to review, fine-tune, and build upon the basic fundamentals learned in the Training Seminar. A.T. will also address any questions you may have encountered during your first few days in the field. It will also provide a forum to share ideas from your successes with other representatives.

DAY & TIME: \_\_\_\_\_

## WEEKLY TEAM MEETINGS

Ongoing training is vital to success and growth in sales. Weekly meetings pick up where advanced training leaves off, recognizing outstanding sales reports, solving problems, improving techniques, in short, contributing to the goal of improving your performance, and thus your income. Be sure to leave these times open in your schedule and to attend your meetings each week.

**A PRESENTATION IS NEVER MORE IMPORTANT THAN A SALES MEETING.**

DAY & TIMES: \_\_\_\_\_

## PHONE JAMS

Phone Jams are an important part of a sales rep's success with Vector. Sales reps can expect to attend at least one Phone Jam at their local office each week. Many of our top reps attend Phone Jams several times per week as they provide an opportunity for reps to make this essential activity fun and exciting. Reps can compete against other reps at Phone Jams for bragging rights while booking up their appointments in a lively environment with other top reps from their team. Oftentimes, the manager will have a contest to inspire peak performance. Be sure to attend the office Phone Jams each week.

## ONLINE SUPPORT

Find helpful videos, watch a full demo, learn advanced tips and techniques from top reps and managers. Use [www.NJLegacyRep.com](http://www.NJLegacyRep.com)

- **Virtual Demo:** Demo Tools > Virtual Demo - How To
- **Fast Start Audios/Videos:** Learn > Fast Start

## **PERSONAL CONSULTATIONS (P.C.'S)**

Following Advanced Training you will sit down with a manager to have a P.C. This is an opportunity to sit down with a manager one-on-one to review basics, personal goals and progress, talk about advanced selling techniques, and generally get to know more about VECTOR and the opportunities available to you. We take great pride in the personal care and interest our managers have for their teams; and it is the responsibility of the management team to make sure representatives are receiving the attention needed to succeed. A P.C. is one of the most effective ways to accomplish this!!

## **FIELD TRAINING**

Field Training allows a new rep to watch the performance of a more experienced rep, in the field, by watching an actual presentation. Field Training enhances our reps' effectiveness, confidence, and results. It's a lot of fun to share ideas with other top reps. Make sure to schedule your field training appointment right away.

## **DIVISION MEETINGS & REGIONAL CONFERENCES**

Division Meetings and conferences are another source of learning in VECTOR!! They are generally geared towards advanced selling techniques. One main benefit is that attendees have the opportunity to mix and mingle with reps from all over their region. You can pick up new ideas, new skills, gain valuable insights, and make lots of new friends; not to mention how it will impact your resume. Ask your manager when the next event is scheduled, and how to qualify to attend.

**YOU DON'T WANT TO MISS ANY EXCITING EVENTS!!!!**

THE NEXT EVENT IS \_\_\_\_\_.

## **TEAM ACTIVITIES**

From time to time, teams get together casually to play softball, go bowling, go out for pizza, etc...

Building friendships and learning how to deal with all different types of people in all different types of situations are some of the many ways you can enhance your leadership and communication skills while working with VECTOR. It's a great way to share the business while having a lot of fun!!

## **S.L.D.M. (Sales Leadership Development Meeting)**

This is a special meeting with our Division Manager, where s/he explains how to operate at peak performance so you can truly maximize your Vector opportunity. This is a chance to receive high level training from one of the most talented leaders in our company. Be sure to ask your manager how to get invited to the next S.L.D.M