



**Your Gift Letter is on Page 2.**

*Here are some ideas to help you brand yourself with your client gifts.*

#### **USE THIS GIFT LETTER TO ADD MORE VALUE**

- Share with your clients the best way to use this gift
- Inform your clients of the quality gift you chose for them
- Personalized system in place for your business

#### **PRESENTATION IDEAS TO FIT YOUR STYLE & INCREASE YOUR BRAND**

- Add your favorite or a seasonal recipe with the letter
- Pair with a classy cookbook (fitting their style)
- Put in a basket with other goodies
- Deliver to your client's office with a treat to share – get them to talk about you!
- Separate the events: Skip giving the gift at the closing table. Instead, mail or pop by their house after they've moved in.

#### **TURN EACH GIFT INTO A BRANDING OPPORTUNITY**

- Closing Gifts
- Referrals - Thank clients, employees and referral partners
- Appreciation Party / Holiday Gifts
- Auction / Charity donations, incentives for high-end donors
- A- List Clients, Vendors and Employees
- Conference attendees and speakers
- Executive and premium ticket holders in theater and sports teams

There are very few things in today's marketplace that are of high quality anymore. I do my best to offer the highest quality service to my clients and only want to represent the very best. That is why I am giving you the gift of CUTCO. CUTCO is the #1 knife brand in North America and is 100% AMERICAN MADE. Backed by a FOREVER GUARANTEE, this company has been in business since 1949.

I trust you'll enjoy using them with your family and friends for years to come. Below is a brief description of your gift.

SLICE CHEESE



SLICE TOMATOES



SLICE CURED MEATS



SLICE POTATOES



SLICE LEMONS



SLICE APPLES



### **The Cheese Knife – A must-have for anyone who enjoys entertaining!**

- Perfectly balances & extremely versatile tools.
- Same tool used on the culinary circuit and all the cooking shows.
- Perforations keep dense foods from sticking.
- Designed for cutting small blocks of hard to soft cheeses.
- Shorter blade allows for greater control and maneuverability.

#### **Quick facts about the product:**

- All CUTCO products are dishwasher safe.
- Backed by a FOREVER Guarantee (if you have any problems, send it back and they will replace it for FREE).
- FREE SHARPENING forever! (Just visit [Cutco.com](http://Cutco.com), and click on the "Sharpening" tab, for more info!)
- Made in the USA! 🇺🇸

**I am grateful for your business & trust and I look forward to staying in touch. Enjoy your Cutco.**

