

NAME:

REP NUMBER:

TRAINING COORDINATOR:

OFFICE NUMBER:



Advanced Training:

Day: _____ Time: _____

VA Beach Phone Number: 757-797-5706

Weekly Team Meeting

Day: _____ Time: _____

Vector Field Service: 716-373-6146

Paycheck Meeting

Day: _____ Time: _____

Cutco Customer Service: 1-800-828-9448

www.vectorconnect.com

(Create username/password, place orders, commission statements, customer database, learning library)

www.CutcoScript.com

Demo Script

www.CutcoVA.com

Demo Website



How to Sell

1. Follow the Manual

2. Show All Videos/Cut Food if in person

3. Have Fun!

4. Call the office for Help/Deals!

- **Make sure your Client is at home for the demo (not at Starbucks, etc).**
 - **Make sure they're sitting in front of a computer screen (not phone)**
- **See husbands and wives together, DON'T show husbands alone!**
- **Sales = Find a problem, offer a solution (solve the problem)**
- **Stay in control of your Demo.**
 - **Confirm every 1-2 slides that they are on the same page as you are.**
 - **"What slide are you on now?" or "Do you see the...?"**
- **If a customer asks for prices in the middle of your demo, say:**
 - **"I don't want to give away the best part! I'll go over all the prices at the end!" :-)**
- **Follow this manual word for word.**
- **Follow the cues for when to click**
- **Meet in person or Zoom/Google Meets Meeting (so you can talk to both spouses)**

SHOWING CUTCO OWNERS

- **Still Do FULL Presentation**
- **Review the knives they have, make suggestions for the knives they don't have. UPGRADE**
 - **"Where's your block?..." "...You don't have a block!?"**
- **Ask for a customer testimonial picture & Social Media shout-out!**
- **To upgrade: They buy the bigger block and knives they're missing in the new/bigger set**

DEMO START

(OBJECTIVE: Connect with client)

(Recommended 5-10 minutes)

"Before we get started Mrs. _____, can you go grab your **favorite knife** and **steak knife** and go ahead and pull up www.CutcoVA.com..."

(Get to know them or catch up / Ask a lot of questions before getting started!)

- "What do you do for work? Tell me about that!"**
- "Do you have any kids? How old? College? That's awesome!"**
- "What'd you want to do when you were my age?"**
- "I want to be a _____ when I graduate. Any tips?"**
- "Ask about who recommended them?"**
- "What does your spouse do?"**

Personal Story

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

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

"Before we get started, I want to make **3 promises** with you."

1. "My **first promise** is that I promise we're gonna have a ton of fun today! Sound good?"
2. "My **second promise** is a promise I want you to make to me; I want you to promise me that you won't buy just to be nice. Cutco is **really, REALLY** high quality and **REALLY, REALLY** expensive. So, I only want you to buy it if you **truly** like Cutco and see the value in it. At the end of the demo, I'm going to ask you if you want to buy. And I just encourage everybody to keep an open mind because it's a great product..." **(insert personal story if you have it)**
3. "And the **third promise** is one I'd like to make together. And that is if you like me AND you like Cutco... you'll recommend me to some of your friends... since that's exclusively how I grow my business. But **ONLY** if you like me, and **ONLY** if you like Cutco. Sound fair enough?"

"And my #1 goal of the presentation is that you like me so you can refer me to a million people!"

Tie Into Goals

"So, let's go ahead and get started... Mrs. _____, do you mind if I share some of my goals with you?"

“Here’s why I’m selling Cutco...” (Skills / Experience / Resume / Future)

“Go ahead and click the right arrow on the slide show to slide #2”

New Rep: “I just started my Fast Start Contest. I have 10 days to... _____”

Experienced Rep: “I’m in our _____ contest, I have (TIME PERIOD) to sell (\$ GOAL).” (Share your why)

“Go ahead and click to slide #3”

“Through Cutco, I can earn a President’s Club letter, which will look amazing on my resume.”

“Go ahead and click to slide #4”

(FT students): “I also have a chance to win an All-American Scholarship to help with school...”

(Explain that the scholarship program is based on sales AND networking)

(Non students): “Our students are able to win a scholarship. Even though I don’t qualify, I think it’s great that the company has a big student focus! Student loans are expensive!”

“Go ahead and click to slide #5”

“Real quick Mrs. Jones I always give people a chance to WIN FREE CUTCO... So, at the end when I ask for referrals you can win free stuff just by referring me to your awesome friends.”

****SCREEN SHARE SPONSORSHIP PAGE****

“So, here is my **Sponsor Hall of Fame** sheet, these are super awesome people that have helped me out sooooo much by referring me to cool people like yourself.”

“Recognize any names?”

(LISTEN TO SEE WHO SHE KNOWS AND REMEMBER WHAT THAT PERSON BOUGHT SO YOU CAN NAME DROP LATER)

“Mrs. _____, since I just started, so I’m going to be reading from my manual. Is that okay?”

“Go ahead and click to slide #6”

(OBJECTIVE: Credibility)

“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 **\$330 million** worth of Cutco sets annually and have over **19 million** customers!”
- “One of the reasons so many people buy is we have **NO interest monthly investment options** so you don’t have to pay for it all at once.”
- “You may have seen our sets on TV on shows like *Modern Marvels* and *Made in America.*”
- “It’s one of the only products you can **buy once, use every day, and never have to replace!**”
- “Cutco is a proud producer of many **KA-BAR®** Knives, used by both military and law enforcement agents.”
- “We also participate and donate to MANY local and national charities such as Feeding America and the Make-a-Wish Foundation.”

“So, to start off, I’d like to show you a product that demonstrate the quality of Cutco:”

“Go ahead and click to slide #7”

(OBJECTIVE: Eliminate No-Sales!)

“**These are our Super Shears:** Everyone loves our shears!”

“Go ahead and click the Super Shears video on the right.”

- “The **high-carbon, stainless steel** makes them good for everything in the kitchen as well as indoor and outdoor projects. They are dishwasher safe and come apart for easy cleaning.”
- “They fit right and left handed people, big hands/small hands, and they’re great for chicken bones, cutting the stems off broccoli, metal, cutting cardboard, and the tough “Costco” plastic. Pretty much anything you have the hand-strength for.”

“*Now let me show you where we got the idea for Cutco...*”

“Go ahead and click to slide #8”

Identify the Problem

(OBJECTIVE: Create a NEED!)

“Does this drawer look familiar to you?” **(Wait for an answer)**

“Yeah most people laugh at this... :)”

“I’m not sure if this relates to you or not, but the reason why so many people choose to buy Cutco is because of the problems that it solves.”

- “**Problem #1** is what most people are really annoyed with... is buying knives... they’re sharp when they’re BRAND NEW, and then they’re dull in a few weeks. And most people don’t know how or where to get them sharpened, so they buy more.”

"Most knives are made of cheap stainless steel which dulls really fast or carbon steel which rusts over time. And most knives have a **PARTIAL TANG** with less steel, making them weak and unbalanced..."

"There are two types of edges:"

"**SERRATED EDGES** rip and tear your food and cannot be resharpened"

"**STRAIGHT EDGES** make a smooth cut but need to be sharpened constantly to remain effective"

"As a result, cheap knives cost a lot over time. Let me show you this on paper"

(Notebook paper or Chat box)

Average junk knife = \$10.

Average of 10 knives in a set = \$100 for the set.

Replaced every 2 years for 40 years = 20 replacements.

Which = \$2,000 on junk knives.

- "**Problem #2** is having a hodge-podge of random junk knives. People get rid of the dull knives they used in the set, and keep the random knives that never got used and throw them in the drawer. Then they have to buy a new set."
- "**Problem #3** is that 99% of knives are not dishwasher safe."

"They have wooden or cheap plastic handles that are not safe in the dishwasher and do not hold up over time."

"Wooden handles are SUPER unsanitary. They pick up odors, grease, bacteria, dirt, blood, hand sweat, and germs." (**GROSS FACE**)

"As bad as wooden handles are... plastic is MUCH worse... it's slippery when wet and extremely dangerous while you're cutting!"

- "**Problem 4** is that life happens (haha). Things break, knives melt, and then they have to buy a whole new knife set."

"Which one of those problems do you relate to the most?"

Repeat back

"Got it... so, _____?... Tell me more about that?"

"Isn't that frustrating?!"

**(IF YOUR CUSTOMER HAS A HIGH QUALITY SET READ THE FOLLOWING)
(HIGH QUALITY = WUSTHOF, HENCKELS, or SHUN)**

“Mrs. _____, some customers like yourself know that you get what you pay for. Now even the best knives sold in stores have some common complaints:”

- *“They must be sharpened regularly”*
- *“They **MUST** be hand washed, not made for the dishwasher”*
- *“They need to be replaced every 5 - 7 years”*

“Go ahead and click to slide #9”

“Let me show you how Cutco SOLVES ALL OF THESE PROBLEMS”

Features and Benefits

(OBJECTIVE: Build Value!)

“Our knives are made from **440A High Carbon Surgical Stainless Steel** so it's the best of both worlds...it's more expensive than your typical knife but it's worth it because it's going to stay sharp and stay looking brand new for decades.”

“All of our knives have a **Wedge lock handle** so it's made to fit your hands which everyone enjoys... it's so comfortable.” **(if in person hand them the trimmer)**

“This makes Cutco more expensive but worth it because it's comfortable and safe. Plus, it's the only knife handle that's ever been endorsed by the American Arthritis Association”

“Our knives have **3 Nickel-Silver rivets** and a **full tang construction** so it's the safest in terms of not being able to be broken while using it.”

“Go ahead and click to slide #10”

“Lastly, our most famous feature is our Cutco Double-D® Edge. We don't make serrated knives so ALL of our knives can be sharpened. If you look at the picture it is designed to cut forward, backward, and straight down. So, it cuts just like a straight edge but stays sharp for up to 10 years. Cutco has been ranked the world's sharpest knife which also makes it the safest knife.”

“The points protect the recessed edges from dulling on the cutting board, keeping each knife sharp 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!”

“Go ahead and [click the video](#) on the right. This is one of our managers comparing how the different types of edges work...”

“Once the video is over... go ahead and click to slide #11”

Forever Guarantee

(OBJECTIVE: Long Term Value!)

“The **BEST THING** about Cutco is our 4-Part Forever Guarantee.”

“Cutco is one of the only products that you can **buy once, use every day, and never have to replace**. The product is your proof of purchase and you can pass it down generation to generation.”

- **“Forever Performance”**
 - “If anything ever goes wrong with your Cutco, just send it back to the factory and the company will fix or replace it for free.”
 - “You’ll never have to pay to replace your knives.”
- **“Forever Sharpness”**
 - “Whenever your Cutco needs sharpening, just send it back and it will be sharpened for free.”
 - “All you pay for is the shipping.”
- **“Unconventional Use”**
 - “If you (or your spouse!) ever happen to destroy your Cutco through unconventional use, you can get it replaced for half price.”

“Mrs. _____, do you feel like you can make a better decision on the spot?... Or by trying something out first?” **(Wait for an answer, they usually say “trying something out first”)**

- **“15 Day Unconditional Money Back Guarantee”**
 - “We have a three week (15 business days) risk free, money-back guarantee.”
 - “If you’re not satisfied for any reason at all, you can get a full refund.”
 - (15 days starts when product is received)
 - “Most of my clients use our NO-interest monthly investment options so you don’t have to pay for it all at once, and you can try out the set that you like.

(If spouse is not present): Mrs. _____, 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.

“You get my **Personal Guarantee too**- Everything we make has a guarantee forever so that means **FREE sharpening** for the rest of your life. The coolest part of the deal with Cutco Mrs. Jones is that you get me as your cutco guy/girl. I'll stay in touch to help sharpen your knives. Sound good?”

“Go ahead and click to slide #12”

Names & Uses (of Homemaker Pieces)

(OBJECTIVE: Create Ownership)

“So, Mrs. Jones, the best way to buy Cutco is in a set... They are heavily discounted, look beautiful and I can hook it up with an awesome deal on a set. Obviously, you can buy a-la-carte but it's more expensive!

“We have two larger set options for customers who **love** to cook, called the Ultimate and Signature. But, I'm going to start with the pieces in our **BASIC SET**, which is the most popular. It's called the **HOMEMAKER+8**.”

“It's the best value for the average family and it starts with your...”

“Go ahead and click to slide #13, are you on the Paring knife slide?”

“**So, this is the Paring Knife**... It's Cutco's “Air Knife” - it has a long handle, making peeling and paring comfortable. You'll use this for small jobs in the air like apples, strawberries and bananas, but rarely on the cutting board, that's why you have your Trimmer!”

“Go ahead and click to slide #14”

“**The next tool in your set is the Trimmer**... This is your “Small Utility Knife” for small fruits and veggies. **Go ahead and play the video on the right**... 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. Which color do you like better, black, white, or red handles?” **(Wait for an answer)** “The Trimmer is easily the most popular knife in all of our sets!”

“Everyone loves the versatility of the Trimmer, but it's never used for spreading or serving, that's why you have your Spatula Spreader”

“Go ahead and click to slide #15”

“**The next tool in your set is the Spatula Spreader**”

“**Play the video on the right**...” “The wide, flexible DD edge on this piece allows you to cut, spread, and serve sandwiches, bagels, lasagna, and cake! It's perfect for getting peanut butter and jelly out of a jar with super smooth spreading or getting brownies out of the pan... But you'll never use it on meat or large vegetables, that's why you have your small carving knife...”

“Go ahead and click to slide #16”

“**The next tool in your set is the Petite Carver**”

“Play the video on the right...” This “Large Utility Knife” is your everyday meat knife for chicken and small roasts. Anything under 5 pounds. It’s also for large summer fruits and tough vegetables. Wait till you see this one glide through a pineapple!”

“The Fork has three sharp tines that make it easy to turn meats and veggies and get things out of jars. None of the pieces so far are used for larger foods, that’s why you have your...”

“Go ahead and click to slide #17”

“The next tool in your set is the Heavy Duty Butcher Knife... aka the melon knife”

“Go ahead and play the video on the right...” This **“Heavy Duty”** knife disjoints large meats and is also great for melons and squash and separating frozen foods like hot dogs and hamburgers.”

“This knife is great for your tough jobs... I always relate it to snow boots or work boots. You don't always need them but when you do you're happy to have them, so this knife is for your tough jobs... But it’s not a chopping knife, that’s why you have your...”

“Go ahead and click to slide #18”

“The Petite Chef” has a high knuckle clearance making it comfortable & safer for dicing, mincing, and chopping. This “Delicate Chopper” is great for the 6 S’s—soup, salad, stir fry, stew, stuffing, & salsa! Chef knives are for chopping, not slicing; that’s why you have your...”

“Go ahead and click to slide #19”

Slicer (9 3/4”)

“It’s the best bread knife in the world, and the long DD edge makes it great for cutting cakes, shredding lettuce, and slicing boneless meats. But it’s not for anything with a bone; that’s why we have your...”

“Go ahead and click to slide #20”

Master Carving Set-

“It’s like your **“Spare Tire”**. You won’t use it every day, but you’ll be glad you have it! Do you ever BBQ or host family dinners? You’ll need it for BBQ, big roasts, and family occasions. Having both forks in the set is important; the turning fork picks food up while the carving fork holds meat down and is wide enough to go around the bones.”

“Can you see how over a lifetime you’re going to use every tool in your basic set?” (Head nod)

“Go ahead and click to slide #21”

TABLE KNIVES/STEAK KNIVES

“Now with our two larger sets, you can have the option to have Table Knives or upgrade to the Steak Knives. Your Table Knives are used for every meal: breakfast, lunch, and dinner. The wide blade and rounded tip makes it safer and great for spreading, but with the Double-D® edge!”

“We recommend two Table Knives or two Steak Knives per family member so you don’t have to wash them after every meal. Let’s see how our Table Knives work on some tough leather... [go ahead and click the table knife video on the right”](#)

[“Now that the video is over, click to slide #22”](#)

“For customers who like the feel of a larger "steakhouse style" **STEAK KNIFE**. The Steak Knife is the same length of the trimmer (**Hold up Trimmer if you have one**) but with a wider blade and rounded tip. A lot of people ask what's the difference and I relate it back to cars... you can have cloth seats or leather seats. Cloth is nice and gets the job done like our table knives, or you can have leather seats. The leather seats are like our Steak Knives, a little more expensive but sleek and beautiful.”

“So if you were considering a set of Cutco, would you want the table knives or would steak knives be better for you?”

[“Click to slide #23 and we’ll watch the next 4 videos here in a second”](#)

KITCHEN TOOLS / ENTERTAINER PACK

“To complement your Set, we also have incredible KITCHEN TOOLS & GADGETS.”

“The 5-piece Kitchen Tool Set matches the rest of your set and comes in a wood block for easy storage. It comes with a Basting Spoon, Slotted Spoon, Spatula, Wisk, and Ladle”

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

“It comes with our 4 most popular gadgets all in one pack. We're going to play these short videos one at a time starting with the Cheese Knife - “It has holes so the cheese doesn’t stick to it - it’s also great for potatoes, apples, and pepperoni. This thing is awesome!” [\(Play video\)](#)

Pizza Cutter - “The blade comes out for easy cleaning” [\(Play video\)](#)

Peeler - It peels in both directions!” [\(Play video\)](#)

Ice Cream Scoop - “It goes right through rock hard ice cream and is also great for getting the seeds out of melon” [\(Play video\)](#)

[\(After the last video ends: have them go to slide #24\)](#)

SUMMARY & Why Sets?

(OBJECTIVE: Make a sale!)

“Mrs. _____, let me review why so many people choose to invest in a set of 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 buying a Cutco set saves a TON of money! Most customers who buy Cutco eat out less...”

(Write this next sentence in the chat box)

“If that saves \$100 a month, it’s \$1200 saved this year—Over 25 years you’ll save \$30,000!”

“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 come with a **FREE cutting board and other FREE STUFF.**”
- “Sets are much **SAFER** because they come in a **block or tray.**”
- “And we have **interest-free** monthly investment options so you don’t have to pay for it all at once!”

SELECTING THE BEST OPTION

“Alright Mrs. _____, let’s go ahead and pick the best set for you and your family for the next 10, 15, 20+ years....”

“Now, you’re probably wondering ‘how much does this stuff cost?’ Haha!”

[“Go ahead and click to slide #25 with the price comparison”](#)

“I have a price comparison for our top competitors, **Wusthof** and **Shun**. Have you heard of them before?”

“You can’t compare Cutco to knives sold in department stores like JC-Penny, Macy’s or Target. You really have to compare it to the best knives sold in stores at places like Williams Sonoma.

“The price for this Wusthof set is \$2,795 (**two thousand, seven hundred and ninety-five dollars**), and the price of the Shun set is \$5,079 (**five thousand and seventy nine dollars**)... Sometimes, you can find it on sale for \$3,499 (**Three thousand, five hundred**). There are some major differences between these brands and Cutco:

“Shun is made in Japan, Cutco is Made in the United States.”

“Shun is not dishwasher safe and Cutco is...”

“Shun is not guaranteed forever, while Cutco does have the Forever Guarantee.”

“Just considering the guarantee it should be twice as much as the Shun set right?”

“Well at twice the value, it should be twice the price, right? So, that means our basic Homemaker set should cost \$5400 (**fifty four hundred**) and our Complete set should be over \$10,000 (**ten grand**). BUT then, you're done with knives for the rest of your life and you can pass it down to your kids...!”

“So, let me show you what you get....”

“Go ahead and click to slide #26”

“This is our Complete Set. It's for people who LOVE to cook, entertain a TON, or just have a really nice kitchen. It's a food processor in a block. Pretty much everybody eventually gets this set; some of our clients just go ahead and get it right away. Go ahead and click to slide #27. This is our Family Set. It's in between the Basic set and the Complete set. Go ahead and click to slide #28.”

“As I said earlier, our Homemaker+8 is our most popular set. It's perfect for families that cook 2-3 times a week. It has the ten basic tools I explained earlier, 8 Table Knives, the woodblock, and a sharpener for straight edges.”

“We also have a Homemaker set without Table Knives. Some people like to keep their table knives in the drawer... If you **were** considering a set of Cutco, would you prefer the set with the Table Knives? (**head nod yes**)”

“The great thing is that it doesn't **quite** cost \$5,400... In fact... it doesn't even cost as much as the Wusthof price of \$2,700.”

“Go ahead and click to slide #29.”

“The Homemaker+8 Set is only \$1549 (**Fifteen-Forty-Nine**) paid in full, which includes shipping. And most of our customers take advantage of our 5-month, interest-free easy pay option which is only \$330 today and that includes tax.”

BUY NOW BONUS

(OBJECTIVE: Buy today)

“We have a bonus where, if you buy now, I can give you the entire Kitchen Tool Set, the Entertainer Pack, or a pair of Super Shears for FREE! Which one do you think you'd prefer?” (**wait for answer and compliment choice**)

“So, Mrs./ Mr. _____, I wouldn't be doing my job if I didn't ask you... Would you like to try out the Homemaker Set today and get your FREE gifts?” (**Smile, nod, and wait for an answer... don't say anything!**)

If Yes: “Congratulations! You're going to love your Cutco. Before I write that up let me show you prices for our two sets that come with steak knives. **Go ahead and click to slide #30.**”

Ultimate w/ Steak Knives: Total \$3552 Monthly \$755

Ultimate w/ Table Knives: Total \$3193 Monthly \$679

Signature w/ Steak Knives Total \$2642 Monthly \$562

Signature w/ Table Knives Total \$2325 Monthly \$495

If No: (**handle objection, CALL THE OFFICE TO CHECK IN, go to Galley Set drop down**): “No problem! :-) If you don't mind me asking, what is it about the Homemaker you're unsure of? ...”

HANDLING KNEE-JERK REACTIONS

Too Much Money/Can't Afford it: "I completely understand. \$1,549 is a lot all at once. That's why most of our customers split it up over 5 months, interest free. It would only be \$330 per month. How does that sound?" **(Call the office)**

I Need to Think About it: "I completely understand. \$1,549 is a lot of money to be impulsive. That's why most customers take advantage of the 15-day trial. If you don't love it after a few weeks, you can send it back and get a full refund. On the 5-month plan, you can try it out for only \$330 today. How does that sound?" **(Call the office)**

Need to talk to Spouse (husband): "I completely understand. That's why most customers use the 15-day trial to make sure he can really see the value. If he doesn't love it, send it back and get a full refund. On the 5-month plan, you both can try it out for only \$330 today. How does that sound?" **(Call the office)**

Too Many Pieces: "I completely understand. At first, 10 pieces seems like a lot. After 15 days, if there is a piece or a few pieces you're still unsure of, you can return and get refunded for those pieces. How does that sound?" **(Call the office)**

Can I buy pieces?: "Of course! However, our sets are discounted, they're safer, and you get free stuff. If you don't mind, I'll show you our sets and if none of them appeal to you, we can pick whatever pieces you want!" **(Call the office)**

I definitely want to buy later: Give a better deal (call office) or drop down to a smaller set. "Mrs. Jones, you don't have to buy anything today. Do you mind if I go through the rest of the demo just so I can practice?" **(Call the office)**

****CALL THE OFFICE FOR HELP / CHECK IN / DEALS****

Virginia Beach/Newport News/Norfolk- 757-797-4706

Chesapeake- 757-324-3083

S. Richmond/Lynchburg- 540-693-0232

Charlottesville 757-354-2644

If No: "No problem! :-) Let's skip to the next set, which is our Galley +6. It's one of our most popular options... Mrs _____, now go ahead and scroll down on the website to the next slide show that has the American Flag on it..."

Galley Set +6

Write down prices

GO SLOW, don't skip options

As the price goes down, increase enthusiasm!

"Next is our **GALLEY SET...**"

"Go ahead and click to slide #2 on the new slide show."

"The Galley Set is a perfect starter set and it'll take care of all your needs..." **(Explain pieces in set)**

"We took out the big butcher knife and the big carving knife that you probably wouldn't use often. It's got the Paring knife, the Trimmer, the Spatula, the Petite Carver and Fork, and a Slicer for bread, and it still comes with 6 Table Knives."

"It's a few less knives... for a lot less money! Instead of paying \$1549 for the Homemaker Set..."

"The Galley+6 Set is only \$1,116 or \$225 per month for 5 months (interest free)" (Only \$50 per week!)
The "Basic Galley is only \$859 or \$174 per month for 5 months (interest free)" (Only \$40 per week!)

*******(Write Down Prices on paper)*******

BUY NOW BONUS:

"If you get either set today, I can still include the Kitchen Tools, Entertainer Pack, or Super Shears for free!!"
"Is that something you'd like to get?"

If Yes: "Congratulations! You're going to love your Cutco! While I write that up, let's look at accessories."

If Unsure: "If it makes a difference, we can do something else for free instead!"
(free items may be substituted for items of equal or lower value)

(If customer is on the edge, feel free to call office for a deal)

If still No: *Call the office for a deal or drop down*

"Go ahead and click to slide #3 on the slide show."

Starter Sets

Step 1: "These next two slides show the starter sets... Great for building up over time and gifts for family and friends!"

Explain Each Set (review all pieces in the set)

Essentials +5 and Studio +4: "Basic sets in smaller blocks but get the job done!" (Show pieces on the slide)

"Go ahead and click to slide #4 on the slide show."

Space Saver: "For small kitchens, boats, campers, and RVs" (Show pieces on the slide)

All Knife and Kitchenette Trays: "Safe storage trays / Alternative to block" (Show pieces on the slide)

Gourmet Set: "For Cutco owners / Alternative cuisine" (Show pieces on the slide)

Step 2: "Out of these starter sets, which combination do you like the best?"

Present price of favorite starter set only...

Step 3: "That set is only ____ per month for 5 months (which includes tax) or ____ in full." **(Write down prices for the customer)**

5 Months			
Set	(estimated w/ tax)	In Full	Per Week
Essential +5	\$190	\$871	\$47
Essential	\$142	\$646	\$35
Studio +4	\$152	\$694	\$38
Studio	\$113	\$514	\$28
Space Saver	\$157	\$715	\$39
All-Knife	\$134	\$609	\$33
Kitchenette	\$112	\$509	\$28
Gourmet	\$214	\$979	\$53

Step 4: BUY NOW BONUS & Ask for the Order...

"If you get this set today, you can still have the _____ for free! Is that something you'd be interested in getting today?"

If yes: "Congratulations! You're going to love Cutco! While I write that up, let's look at accessories."

If no / unsure: **CALL OFFICE FOR DEAL** or "No problem, you can customize your own set. And even with a custom set you can break it up over a few months. Let me show you how it works..."

"Go ahead and click to slide #5 on the slide show."

Customizing Options

"Mrs. _____, you can customize your own set and I can still get you something for free..."

"Let's make a list of your 5 favorite pieces you would see yourself using the most"

<p>Special #1 "Pick 5 Special" Pick any 5 knives and receive Super Shears or 4 table knives free! <i>(Special excludes table knives)</i></p>
<p>Special #2 "Buy 3 get 1 free" Buy any 3 knives & get the 4th free! <i>(least expensive piece for free)</i></p>
<p>Special #3 "Pick 2" Pick any 2 knives (totaling over \$125) and get a Veggie Peeler, Ice Cream Scoop, or Large Cutting Board for Free!</p>

****Always write down prices in Chat Box for the customer with payment options****

5 month = total price \$400+
3 month = total price \$200+
2 month = total price \$70+

RESERVE THE BUY NOW BONUS **(Sell one piece now and sell a SET later!)**

“Mrs. _____, as long as you get at least something today my office will allow me to throw in free stuff when you get something later. It’s called reserving the Buy-Now Bonus. And of course, you’d still be helping me toward my goals.”

“Let’s see how much your favorite piece would be... ..which piece is your #1 favorite piece of Cutco?”

Get price - break it into 2 payments & then also divide by 30 days”

Ex: Trimmer = \$81 (with tax & admin fee) is roughly \$45 per month or a little more than \$1 per day, which is less than a cup of McDonalds coffee

“That is only \$____ which is only _____ per month on a 2-pay plan which breaks down to only _____/day.”

“You can try it out for 2 weeks & if you like it, keep it and if not just return for a full refund, but I’m sure you’ll love it.”

“Would you like to get that piece today?”

*You can put any order over \$70 retail price on a 2-pay. Recommend a DD edge to start with.

“Go ahead and click to slide #6 on the slide show.”

Don’t Forget Accessories and Gadgets! (after starter sets)

- **Forever Flatware**
- “Forever Guaranteed and American made!”
- “18/10 Stainless Steel (won’t bend or snap, and resists rusting!)”
- “Dishwasher safe”
- “Timeless, classy design that doesn’t change”
- “Easy to replace missing pieces; no mix-matched flatware!”
- “Most high end flatware is around \$150 per place setting. **Cutco Flatware is higher quality, lower priced, and forever guaranteed. 12-Piece Flatware Chest includes a built-in 33% discount.**”

“Go ahead and click to slide #7, 8, 9, and 10, on the new slide show.”

Cookware (have the customer play the video)

- “It’s just like the knives, top of the line quality and forever guaranteed!”
- “Try it out for a couple of weeks and see if you love it! “
- “BUY SETS OR INDIVIDUAL PIECES”
- **“Features of Cutco Cookware”**
- “Distribute heat evenly: Cooks from top to bottom and sides-in cutting cooking time in half!”
- “Low-moisture and oil-less cooking (you can still use water like your old pots) “

- “Stay cool handles for safety”
- “Dishwasher safe”
- “Forever guaranteed just like everything Cutco makes!”
- “About 60% of the price of comparable store brands like Westbend, RegalWare, SaladMaster, Wearever, Royal Prestige, KitchenCraft, AmeriCraft, LusterCraft, etc. (no middle man!)”
- “For product details, video demo, and set/piece options: Click on slides after Cookware video”

“Go ahead and click to slide #11 and #12 on the slide show.”

Outdoor Knives

- “Ka-Bar: official combat knives of the US Military”
- “Fisherman Solution” ****PLAY THE VIDEO!****
- “Hunting Knife” “Pocket Knives”
- “We have some really great hunting and sporting knives and the prices on these are lower than you'd probably expect for super high-end hunting knives.”

“Go ahead and click to slide #13 on the slide show.”

- **Gardening Set:** “These are the only garden tools on the market that are guaranteed forever. Rated by Home & Garden Industry as #1 trusted garden tools. Holds 300 pounds of torque pressure without bending or breaking. Yellow makes them easy to find in messy soil (or in the dark). Steel goes all the way to the bottoms of the handles. You can drive over them with a car and they won't break”

“Go ahead and click to slide #14 on the slide show.”

- **BBQ Set:** “18 inches long, and forever guaranteed!”

“Go ahead and click to slide #15 through #19, on the slide show.”

- **Table/Steak Knives/Stainless Table Knives** - “Customers can get individually or in sets!”
- **Gadgets** - “Wine Opener, Can Opener, Entertainer Pack!”
- **Gift Sets:** “Great for weddings, anniversaries, or any gift occasion!”

“Go ahead and click to slide #20 on the slide show.”

- **Engraving:** “We also have an engraving department that does all kinds of personalizations and also business and corporate gifts. Lots of companies give a gift basket of something that will be gone in a week or two. Cutco is something they'll use everyday forever and they'll be staring at your company's name or logo every time they use it. No better way to stay top of mind!”

“We also have volume pricing discounts too if someone wants to place a larger order.”

“Do you own a business or ever do client appreciation gifts?”

****CALL THE OFFICE FOR BULK DISCOUNT PRICING****

****Business orders range from \$1k to \$100k (You get full commission!)****

5-Month Follow Up

How to build a “Wish List”

I like making a wish list for ALL of my clients. If you decide to add more Cutco to your collection, I'll be able to give you the best deal possible...”

“We're going to start by making your wish list. These aren't necessarily things you are going to buy today, but as your rep I'll be able to keep track of what you like for future reference. Basically, if Cutco were FREE, what would you add to your set?”

“What do you want me to follow up on in 5 months?”

In EXCEL Wishlist spreadsheet write: Mrs. _____'s Wish List

SET UPGRADES

1. Review current Cutco tools and uses for each. Ask questions!
2. Show other set options, starting with the Ultimate Set.
3. Highlight missing pieces and promote uses and value of each. Cut Food!
4. Promote Table Knives: “In a perfect world, how many Table Knives would you want; 8, 10, or 12?”
5. Take out a piece of paper and price out all of the items.
6. Don't forget Block, Sharpener, and Cutting Boards.

HOW TO CLOSE THEM IN THE FUTURE OR 2nd+ TIME SEEING CUTCO

“Mrs. _____, do you remember the first time you bought Cutco? Do you remember how much you paid for it? Of course not, most people don't.”

“As you know, Cutco isn't cheap but it's totally worth the investment. Sometimes it's tough to make a decision, but once you do you'll thank yourself for years to come. I'm going to make you the best deal possible!”

The total value of everything on your wish list is: _____

I can get that down to: _____

That's a savings of: _____

On a 5-pay investment plan, that's only: _____

If first deal doesn't work, DROP DOWN:

“Which few pieces aren't as necessary?” **(Make a new deal with remaining pieces)**

RECOMMENDATIONS

Need to save time at the end of the demo before placing the order!

Sponsorship & Social Proof

STEP 1:

“Mrs. _____, how did you like my demo?”

“Great! Now, Mrs. _____, this is the MOST important part of my job...”

“Here’s where you can really help me out.”

“I get paid every time I show Cutco, but I can only show it to people I’ve been **personally recommended to.**”

“So, what I need you to do really quick, is just think of like **a Million** people who might be nice enough to help me out! Haha, I’m just kidding... all my clients try to give me 10-20 people. And I am not necessarily looking for people who you think would buy, just nice people like you who **MIGHT** be willing to take a look. **(That’s why your friend _____ referred me to you!)**”

*****Pull out your Referral Excel Sheet*****

“The reason why people shoot for 10, as you can see on my excel spreadsheet, is because once you get to 10, I can put you down as a sponsor. Once I get 50 sponsors, I get a free piece of Cutco that I can keep, give away, or sell to help me pay for college!”

“I already have _____ Sponsors, so, I’m only _____ away from 50! And if you get to 20 names/numbers you become a double sponsor.”

“I’ll go ahead and write them down for you, you just need to list them out... so, who do you know that’s super nice?”

(Keep saying “cool, who else” until they stop you)

STEP 2: Thought jog to get them to 20, 30, 40+!

“I mentioned I’m in school to be a _____ major... who do you know that does that as a career that you could recommend me to?”

- Ideas for the customer: **Address book, cell phone, directory**
- **Thought joggers:** Friends, family, neighbors, co-workers, etc. Lookers, not buyers!
- **Who do you know who that...?**
 - Lives in (neighborhood)
 - Loves to cook, etc.
- **Have Fun / Make them laugh:** “Can you jot down your top 100-200 friends? Just kidding, 10-20 is perfect!”
- **Thank your Customer and ask for more!** “Thank you so much _____, you have no idea how much this helps me out! If you can give me _____ more, you’ll become a (sponsor / double sponsor)!”
- **Out of town Demos!** Don’t forget to ask for out of town recommendations!

STEP 3: QUALIFY

- “What should I know about (Recommendation)? What’s their spouse’s name?”
- “If you were me... which 3 should I see first?”

STEP 4: Text Heads Up / Getting a ‘Yes’

“It’s a lot easier when people know I’m calling. Can you please text them a heads up to let them know?”

Sample Text: Save in phone → Forward to customer → Have them forward to friends:

“Hi! Just wanted to let you know that _____, my Cutco guy/girl, will be giving you a call. He/She is paying his/her way through college by showing Cutco. You don’t have to buy, just listen and he/she gets credit. Thought you would be nice enough to help! He/she is super sweet :-)”

RECOMMENDATION OBJECTIONS

I’ll Email Them to You Later

“That would be awesome (Name) ! I appreciate you wanting to help me. However, I know you’re REALLY BUSY & I’d hate to have to call you while you’re with family or at work. And, without referrals, I can’t do any more demos. BTW as a reminder, they don’t have to buy ANYTHING. So, if we could start with 1-2 off the top of your head now, and then send me the rest later it would really help me out. So, who are 1-2 people that you think are nice? “

Don’t Know That Many People

“It’s totally fine, especially since I get paid just to show it to them, even a few REALLY helps! So, let’s just start with a couple and we can come up with more later! So how about your... (thought joggers)”

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 so...” ASK AGAIN.

Leave the Sheet With Me to Fill Out / I’ll email them to you later

(Although most customers mean well, it is extremely unlikely that they will send you referrals later)

“Sure no problem, however since I know you’re so busy, I’d hate to ask you to work on this while you’re running your house, at work, or taking care of your kids. Can we come up with 1-2 right now and we can get the rest later? How about your ...” (Offer thought jogger)

Let Me Call Them First and Get Back to You

“Of course! I wouldn’t want to see them if they aren’t interested. To make it easier, go ahead and jot down their names and numbers and I will follow up with you tomorrow and you can let me know who it’s okay to call and who to cross off the list. OR Perfect! Could we call a couple of them now and see what they say before I leave?”

Last Resort...

Ask Again and Smile!

Tips For Scheduling First Weekend Appointments

- **Book all appointments through Queue!**
 - **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 initial 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 show me, 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: "When can I show you?" 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 3:1 rule— for every 3 phone calls, 1 person will pick up. If you want to schedule 5 appointments, make 15 calls! 10 appointments = 30 calls...
 - **Text if No Answer:** "Hi, it's _____, _____'s (son, daughter, friend)! I have a quick question. Are you available?"
 - **Cutco owners are the best prospects:** Always schedule appointments with Cutco owners.
 - **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!
 - **Urgency:** Let your customer 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 you last minute!
-

TOP 20+ Fast Start List. BEST PROSPECTS!

Increase Your Initial Names List

This sheet will help you increase your initial names list.

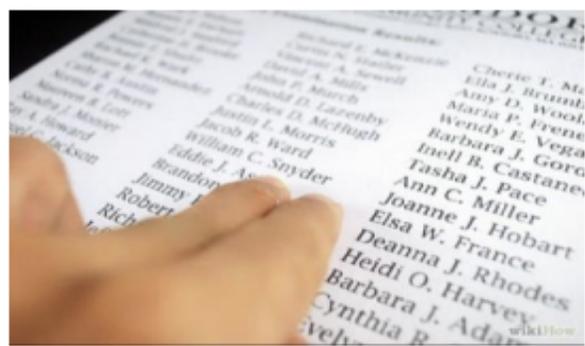
Once you've gone through this list, Start another one - it's easy!

WHO DO YOU KNOW WHO IS A...

- teacher
- pastor/priest
- engineer
- salesperson
- nutritionist
- chiropractor
- veterinarian
- dentist
- physician
- personal trainer
- bodybuilder
- hair stylist
- coach
- butcher
- waitress/waiter
- bartender
- mechanic
- massage therapist
- police officer
- real estate agent
- secretary
- office manager
- restaurateur
- esthetician

WHO DO YOU SEE AT...

- the store
- the fitness club
- the spa
- school
- the tennis club
- hair salon
- the cleaners
- the library
- church
- the golf club
- the barbershop
- favorite restaurant
- the coffee shop
- the bank



	<u>Name</u>	<u>Phone #</u>	<u>Date Contacted</u>
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
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35			

People you know PHONE APPROACH (Referral Phone Script Pg. 28)

- “Hi (**CUSTOMER NAME**), this is _____ How are you?” (*Visit / catch up for a bit*)
- “Well, the reason I’m calling is I just started a great, new job.”
- “And as part of my training, I get paid to do some initial training appointments.”
- (*Smile*) “So you don’t have to get anything, because I get paid just to show it. I do presentations **in person** and **on Zoom**, you just need to be at home and in-front of a laptop..”
- “I want to do (**GOAL #**) appointments by (**Deadline Day - 3 days out**) to hit my goal.”

Virtual: “So I wanted to know if I could **call you** on (**DAY**) at (**TIME**) or would (**TIME**) be better for you?” (**get email address**)

In-home: “So I wanted to know if I could **swing by** on (**DAY**) at (**TIME**) or would (**TIME**) be better for you?” (**get address**)

- “Great! Thanks a ton! This really means a lot to me!”
- “Can you jot down in your planner that our appointment time is (**DAY @ TIME**)?” (*Make sure they write it down*)
- “And can you jot down my rep number, just in case my manager calls to check up on me? It’s 33115224.
 - “**Can you read it back to me?**”
- (*Smile*) “Thanks so much for helping me with this! I’m really looking forward to catching up. I know you’re super busy, so this means a ton to me! Thank you so much!”

Virtual: I’ll call you at exactly (time), so, don’t forget about me!!!! :)

In-home: I’ll be there right at (time), so, don’t forget about me!!!! :)

ENTER THE DEMO ON QUEUE BEFORE YOU MAKE YOUR NEXT CALL!!!

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?”

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?”

That Time Doesn’t 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 _____ or would _____ be better?”

How Long Does It Take?

“Not too long at all, my part is about 30-45 minutes. After that, it’s up to you. So, which time would be best for you, _____ or _____?”

1st Weekend SCHEDULE: Part Time = 3+/Day Full Time = 5+/Day

Wk 1	___ day	___ day	___ day	___ day
9am	\$ Example	\$	\$	\$
	9am Mrs. Smith			
10am	123 Sesame St. Norfolk			
	757-777-7777			
11am	TRAINING	\$	\$	\$
	TRAINING			
12pm	TRAINING			
	TRAINING			
1pm	TRAINING	\$	\$	\$
	TRAINING			
2pm	TRAINING			
	TRAINING			
3pm	TRAINING	\$	\$	\$
	TRAINING			
4pm	TRAINING			
	TRAINING			
5pm	TRAINING	\$	\$	\$
	TRAINING			
6pm	TRAINING			
7pm	TRAINING	\$	PHONE TIME	\$
			PHONE TIME	
8pm	TRAINING		PHONE TIME	
			PHONE TIME	
9pm	TRAINING	\$	\$	\$
				(Pay Sheets Are Due!)

Wk 2	___ day	___ day	___ day	___ day
9am	\$	\$	\$	\$
10am				
11am	\$	\$	\$	\$
12pm				
1pm	\$	\$	\$	\$
2pm				
3pm	\$	\$	\$	\$
4pm				
5pm	\$	\$	\$	\$
6pm				
		TEAM MEETING		
7pm	\$	Objective: Fully book next 3 days	\$	\$
		Call 40+ #'s = book 7-10 appts		
8pm				
		6:30pm - TBD		
9pm	\$	\$	\$	\$

Wk 2	___day	___day	___day	___day
9am	\$	\$	\$	\$
10am				
11am	\$	\$	\$	\$
12pm				
1pm	\$	\$	\$	\$
2pm				
3pm	\$	\$	\$	\$
4pm				
5pm	\$	\$	\$	\$
6pm				
		PAYCHECK MEETING		
7pm	\$	Objective: Fully book next 3 days	\$	\$
		Call 40+ #'s = book 7-10 appts		
8pm		Meet w/ manager one on one		
		6:30pm- TBD		
9pm	\$	\$	\$	\$
			FAST START ENDS!	

REFERRAL PHONE APPROACH

“Hi _____ (first name)?” **(pause)**

“Hey Mrs. _____!”

“This is _____, I’m not sure you know me personally, but I was talking to your (friend/relative) _____ the other day and they brought your name up. Did they tell you I would be calling?” **(pause)**

If no: “Oh no! I’m sorry I must have beat them to it haha! :) ...Do you have a quick second?” **(pause)**

“Well, _____ and I were talking and your name came up because they said you’d probably be nice enough to help me out! So, I’m a student at _____, studying _____, and right now I’m working with a company to gain some business and communication skills and build my resume. I also have a shot at winning a scholarship for school!”

“My assignment is super simple... it’s to show off a product called Cutco to people I have been personally recommended to and get your opinion on the products and me. Have you heard of Cutco before?” **(Respond with; No problem or Great!)**

Virtual: “So, I do the presentation right over the phone, you just need to be in-front of a laptop or computer at home.”

In Home: “Well, it’s a super quick presentation in the kitchen, and I was wondering if I could swing by to do the presentation.”

“You definitely don’t HAVE to get anything because I get paid just to show it, and in order to stay on track for my goal (scholarship) I need to do ____ appointments before _____. So I was hoping I could show you on _____ (day) at (time) _____ or would (time) _____ be better for you?”

Set a time --> Thank them --> Get their address or email --> Thank them Again

“Mrs. _____, could you grab a pen and a piece of paper?” **(Ask them to write down)**

“Again, my name is _____” **(spell it)**

“Our appointment is on _____ **(day)** at _____ **(time)** correct?”

“My rep number is _____, just in case my manager calls! Could you repeat all of that back to me please?”

“And if you could please draw a huge smiley face so you recognize me when you meet me!! :)”

“Just so you know, I have appointments back-to-back and I’m working really hard to hit my goal (win a scholarship), so are you sure that time works?”

“Thank you so much, this helps a ton! I’m really looking forward to our appointment on _____ at _____.”

ENTER THE DEMO ON QUEUE BEFORE YOU MAKE YOUR NEXT CALL!!!

EASTERN REGION

**All Cutco prizes will be ordered by the manager and shipped directly to the Rep.*

FAST START AWARDS

NAME: _____ OFFICE: _____ REP# _____

Use this sheet to keep a daily record of your results. Be sure to report your results to your manager each day. To claim your prizes at the end of your Fast Start, you must add up your totals, and turn this sheet in to your manager.

Levels	Achieved		Prizes!!
		Bonus	Peeler
		Bonus #2	Super Shears
Level 1		\$1,000 1st Promo	Steak Knife
Level 2		\$3,000 2nd Promo	Paring Knife, Spatula Spreader, Petite Carver, & Turning Fork
Level 3		\$6,000 3rd Promo	Butcher Knife, Petite Chef, Carving Fork, Carving Knife, Slicer, & HM+8 Block
Level 4		\$8,000	Hardy Slicer, Traditional Cheese Knife, & Petite Santoku
*Level 5		\$10,000 4th Promo	Divisional VIP Night
*Level 6		\$15,000	Region Incentive Trip
**Level 7		\$33,619	Break The Region Fast Start Record = \$1,000



**Qualifications based on single credit tabbed CPO during 1st 10 days. Orders must remain tabbed for 2 weeks after FS ends.*

***Fill this in and return to mgr. to claim prizes.**

Product Color	C / W	Lvl 3 - Honey / Cherry
---------------	-------	------------------------

~Trimmer ships shortly after first order submitted, all other items ship at the end of the Fast Start

~ Each Personal Recruit launched during the Fast Start earns an additional \$1000 credit towards levels 2-4 fast start prizes only ~ *Levels 5-6 can have a maximum of 2 PRs at a \$1000 credit each count towards Fast Start

**Rep must remain active and submit at least one order (\$250+) per month to attend trip. Single credit CPO only. No cash out on Fast Start prizes. Region Guest Policy applies. Winners are eligible for the next qualifying region trip only after Fast Start ends.

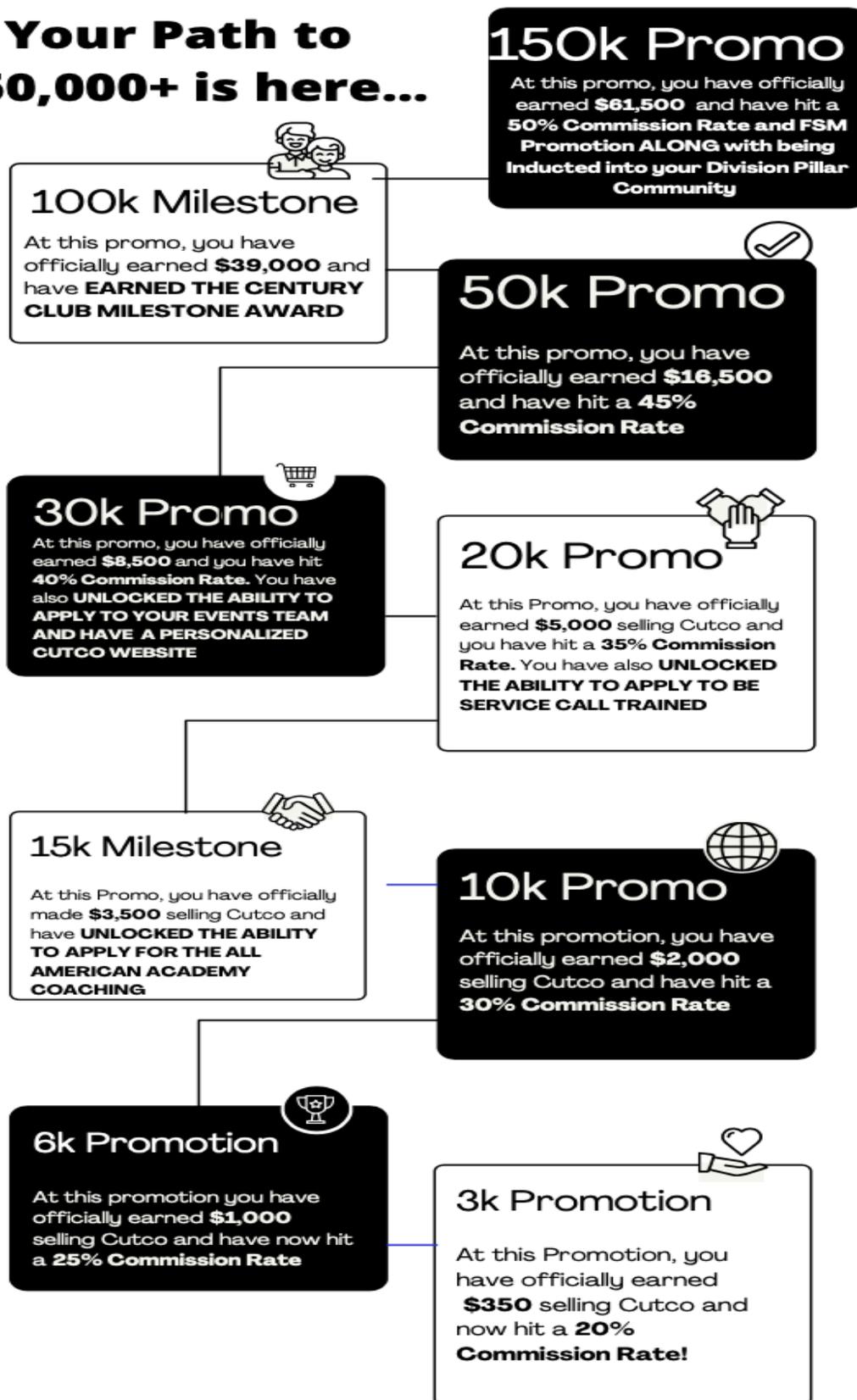
**Level 7—Single credit CPO only and no PR Credit

~Not permitted for use on social media

Day	# of Demos	# of Sales	CPO
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
Totals:			

Did you know you could **make OVER \$60,000+** Selling Cutco?!

Your Path to \$60,000+ is here...



PAY STRUCTURE

Sales Volume	Commission	Title	Cumulative Income	Cumulative # of Demos
0 - 1,000	10%	Trainee	\$100	7
1,000 - 3,000	15%	SR	\$400	20
3,000 - 6,000	20%	ASR	\$1,000	40
6,000 - 10,000	25%	ADV	\$2,000	60*
10,000 - 20,000	30%	SADV	\$5,000	120
20,000 - 30,000	35% (30+5)	FSL	\$8,500	180
30,000 - 50,000	40% (30+10)	SFSL	\$16,500	300
50,000 - 150,000	45% (30+15)	FSM	\$61,500	500
150,000+	50% (30+20)	SFSM	Half Baby!	

Bonus Level: 35%, 40%, 45%, 50% (weekly paycheck 30%)**

End of Month = Additional 5%, 10%, 15%, or 20% of Entire Months Sales

Semester Sales Plan

5 DEMOS A WEEK (Super Part Time)

5 Demos x 12 weeks = 60 Demos = 36 Sales x \$300 Average order = 10,800 CPO
\$2,240 income!!!

10 DEMOS A WEEK (Part Time)

10 Demos x 12 weeks = 120 Demos = 72 Sales x \$300 Average order = 21,600 CPO
\$5,560 income!!!

20 DEMOS A WEEK (Full Time)

20 Demos x 12 weeks = 240 Demos = 144 Sales x 300 Average order = 43,200 CPO
\$13,780 income!!!

GOALS:
