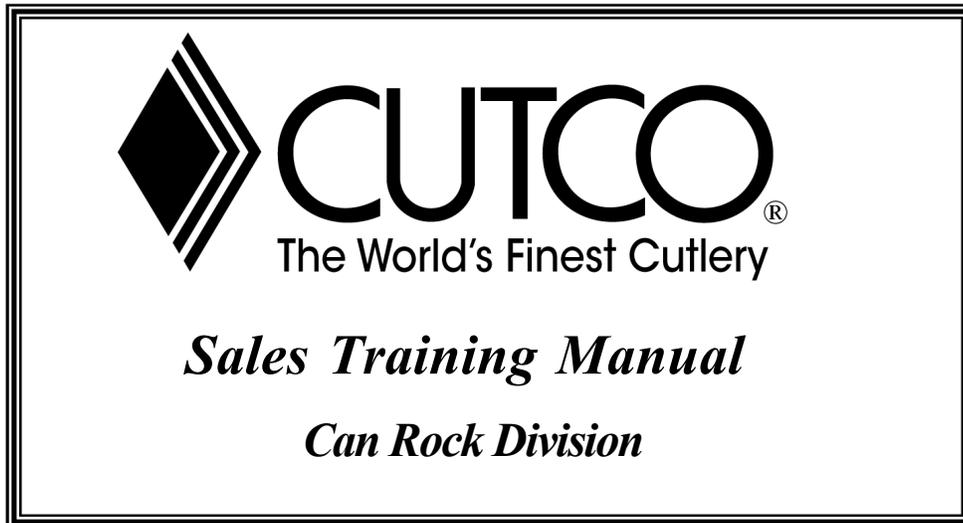


Name: \_\_\_\_\_

Training Coordinator: \_\_\_\_\_

Rep #: \_\_\_\_\_

Office #: \_\_\_\_\_



**Cutco Customer Service/Vector Field Service:**

**1-800-361-8800 ext. 3**

**Office phone number:**

\_\_\_\_\_

**Websites:**

**[www.vectorconnect.com](http://www.vectorconnect.com)**

(Initial "PIN" is the last four digits of your SIN)

**[www.canrockdivision.com](http://www.canrockdivision.com)**

password: \_\_\_\_\_

**On Line Demo**

**[www.viewcutco.ca](http://www.viewcutco.ca)**



Join us at:

Facebook.com/VectorMarketingCanada

Facebook.com/\_\_\_\_\_

Facebook.com/\_\_\_\_\_

Follow us: #SkillsForLife

/vectormarketingclips

**Remember to *ROLO* your orders! L80-1 04/13**



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## **OFFICE COMMUNICATION**

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### **Personal Daily Interaction (PDI)**

Office Phone Number: \_\_\_\_\_  
 Alternative Number: \_\_\_\_\_

Office PDI Guidelines: Daily Contact with the office is essential to your success. Along with the daily reports that must be filled out by the Managers the purpose of this 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. Before you call please take a moment to jot down your report for the day. Your report will include:

Yesterday: # of Presentations Completed/Sales/CPO/Recommendations

Today: # of Presentations Set/Goal

Tomorrow: # of Presentations Set/Goal

Next Scheduled Phone Time

*Example: 6 appt's/4 sales/675CPO/ 12 Recommendations*  
*3/5*  
*2/5*  
*After PDI is next scheduled phone time*

Check in Days: \_\_\_\_\_ to \_\_\_\_\_

Check in Times: \_\_\_\_\_ to \_\_\_\_\_

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### **Personal Consultations (PC)**

In-person, one-on-one meeting with a manager to review your schedule, map out your goals, and coach you to success!

The most successful reps have a PC every week.  
 Schedule your PC with a manager today!

### **OFFICE SCHEDULE / WEEKLY EVENTS**

**Weekly Team Meeting:** Hone your skills, learn advanced techniques, and get recognized!

Day: \_\_\_\_\_

Time: \_\_\_\_\_ Team Night Out: \_\_\_\_\_

#### **Key Staff Meeting:**

Key Staff members are reps who show leadership in their sales, effort, and communication. An extra workshop each week is designed to help Key Staff members excel in all areas of business.

Day: \_\_\_\_\_

Time: \_\_\_\_\_

**Phone Jams:** Set up your appointments in a fun environment. Mentoring and prizes available!

Day: \_\_\_\_\_ Time: \_\_\_\_\_

Day: \_\_\_\_\_ Time: \_\_\_\_\_

Day: \_\_\_\_\_ Time: \_\_\_\_\_

**Phone from the office in the morning!**

Office Open Every Morning: \_\_\_\_\_

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## TO MAKE YOU MORE SUCCESSFUL...

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### Advanced Training

**AT1**

Day: \_\_\_\_\_

Time: \_\_\_\_\_

**AT2**

Day: \_\_\_\_\_

Time: \_\_\_\_\_

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### Field Training

Vector reps love teaching and sharing knowledge. Tag along on another representative's appointment and take some notes. Ask your manager to set you up on a field training today!

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### Workshops

We offer workshops throughout the week to build your skills.

Day(s): \_\_\_\_\_

Time: \_\_\_\_\_

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### Push Weeks

Push Weeks are HUGE two-week sales competitions where reps from all around the company compete for recognition, trophies, and prizes. Each Push Week is kicked off by a **Division Meeting** and concludes with a **Conference**.

**Push Week Dates:** \_\_\_\_\_

**Division Meeting**

Day: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

**Conference**

Day: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

**Push Week Dates:** \_\_\_\_\_

**Division Meeting**

Day: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

**Conference**

Day: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

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### Qualified Presentation Report / Order Form / Paperwork turn-in:

In order to get paid on time, you must turn in your qualified presentation report every week.

The only way the company can pay you for your appointments is with complete details of all your completed and verified demos.

QPR's must be submitted weekly:

Day: \_\_\_\_\_

Time: \_\_\_\_\_

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# TIPS FOR YOUR DEMO

## 1. Follow the Manual

## 2. Cut a lot of Food!

## 3. Have Fun!

- The best place for demos is in the **kitchen**  
Better cooking environment / Junk knives handy / Fewer distractions
- Best to show husband and wife **together** if possible. Involve both with cutting demonstrations and food cutting.
- Customer should do **all food cutting** and **cut rope / leather**. You cut **penny!**
- It's okay to bring food to the demo as well as asking your customer for food
  - **Soft foods:** tomatoes or grapes
  - **Small fruits:** apples or oranges
  - **Veggies to chop:** carrots or cucumbers
  - **Bread** or bagel
- Stay in control of your bluebook. Flip the pages for your customer
- Keep your sample kit closed and pull out items as demo progresses
- If your customer asks you for prices in the middle of the demo, tell them it's a surprise and you'll get to it!
- Always use your cutting board and clean up in the sink before you leave

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### If your customer already owns CUTCO:

- Still do a **full** presentation
  - It's great practice!
  - Ask for feedback and a *customer testimonial*
  - Review product details / guarantee
  - Test their CUTCO on rope and leather to determine if sharpening is needed
    - Guarantee page explains re-furbishing instructions
  - Ask the customer what they use each piece for
  - Consult "Closing for CUTCO Owners" and create a "CUTCO Wish List"
  - CUTCO owners **love upgrading to sets, adding accessories, and buying gifts!**
-

**SOCIAL ETIQUETTE:** (Build Rapport, Goals— recommended **5-10 minutes**)

**Find something to compliment...**

(Home, paintings, dining room table, window treatments, gardening work, kitchen, furniture)

**Get to know them...**

**Kids / Occupation / Travel / Hobbies / Cooking habits**

**Personal Story...**

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

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**“I’m working with CUTCO because...(Motivations/future: Skills, experience, school, etc.)**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- The **skills and experience** I will gain with CUTCO will put me ahead of the competition for internships and future jobs. If I do well enough, I will get a signed **President’s Club** recommendation letter from the CEO of the company to add to my resume.
- **(Full time students:)** The **Scholarship Race** gives me the opportunity to earn money for school. It’s based on performance so I’d like to keep a full schedule!
- **(Non-Students:)** The **Race For Charity** gives me the opportunity to donate money to a Charity of my choice and I’m working towards helping \_\_\_\_\_. It’s based on performance so I’d like to keep a full schedule.

**Tie Into Goals...**

**“Mrs. \_\_\_\_\_, do you mind if I share some of my goals with you?”**

**I’m looking forward to building my CUTCO business...**

I can only work through personal referrals; that way I only show customers in a warm, comfortable environment. So by the end of the demo, I hope I impress you and you like me enough to tell some family and friends about me! :)

**I just got started and one thing I am really excited about is my FAST START Contest!**

During my first 10 days I can win some **incredible prizes** based on my sales. I’m trying to win \_\_\_\_\_, so every sale counts! (Optional: Show your current level and goals)

**Wrap Up to Social Etiquette / Transition to Demo:**

**“Mrs. \_\_\_\_\_, since I just started I don’t want to miss any important details. I’m going to be reading a lot from my manual. Is that okay with you?”**

**Great. Well, CUTCO is an awesome product and I’m excited to show it off...**

As I said over the phone, you don’t have to buy anything but if you see something you like, you can get it today. **You can buy sets or individual pieces and we have tons of accessories and gifts.**

One of the great things about CUTCO is our interest free, **monthly investment options**. So if you get something today, you don’t have to pay for it all at once.

**CUTCO rocks** so if you decide to get something today you’ll thank yourself for years to come! **Thank you so much** for taking the time to see my presentation—it really means a lot.”

## **Introduction**

*Turn to the company page in your blue book.*

“While I set up, we’re going to need your **favorite** serrated edge knife, **favorite** straight edge knife, and a **steak knife**. Also, any fruits or vegetables we can cut up and snack on!

Thanks again for seeing me today. Just for helping me out, the company has an appreciation drawing. Go ahead and fill this out and you’ll have a chance to win \$1,000.

Just so you know what to expect, I’m going to explain the company and the disadvantages of common knives. Then I’ll show off the features that make CUTCO the top selling high quality Cutlery brand in North America.

After that we’ll review the pieces in our basic set and cut up some food. We’ll wrap up by reviewing the set options and prices and I’ll show you some awesome deals!”

## **Company**

“So let me tell you a little bit about the company...

- We have been in business since 1949.
- We sell over \$200 million worth of CUTCO annually and have over 15 million referred customers. People are buying CUTCO now more than ever before!
- In my office in \_\_\_\_\_, our goal is to sell \_\_\_\_\_ this year/summer!
- The most common way to buy CUTCO is through a representative, like me. But you may have seen CUTCO on TV programs like;; *The Food Network, Modern Marvels, Made in America, How It’s Made, and Dr.Phil.*
- All CUTCO knives are hand-crafted in the United States in our factory located in Olean, NewYork.

## **Charitable Work**

“In Canada we are proud to offer our customers an opportunity to donate to the *Children’s Wish Foundation* by a portion of certain set sales being automatically donated or an opportunity to round up your order.

Placing an order isn’t the only way you can donate to a good cause today my division also works with a Charity called the *Front Row Foundation*- They are similar to Children’s Wish but instead of just children they work with anyone braving a life threatening illness and instead of any wish they go to an *event* of their dreams in the front row! So far our division has been responsible for 4 different events from Broadway musicals to the Rugby World cup in New Zealand (*Show Prospectus Insert*).

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There's 3 different ways we raise money for Front Row;

- 1) **Manager Donations**- My manager also has goals for our team and contributes a certain amount to this cause every week based on how well myself and the other representatives on my team do.
- 2) **Customer Slips** (*put slip in front of them*)- Cutco is amazing so you're probably going to want to get *something* today which will really help with me personally donating as well as my Manager donating. Like I've said though, you definitely don't have to, so most of my customers just donate a dollar or two right away. Then your name goes on this slip and we decorate our office with them- Would you like to donate a little something?
- 3) **Personal Donations (Optional)** I'm so excited about helping \_\_\_\_\_ go to \_\_\_\_\_ I am going to personally donate to the cause when I reach my goal. When I sell \_\_\_\_\_ this \_\_\_\_\_ (fast start/ push week/ campaign) I will donate \_\_\_\_\_ (amount, percentage of sales, percentage of income) That's another reason I want to work really hard and do lots of appointments. (Tie them into recommendations)

## **Product**

Now that I've told you a bit about the company, my personal goals and why I'm excited to work with a company focused on giving back I want to share the product that makes all of this possible.

I'm going to show you two products that demonstrate the quality of CUTCO:

### **Super Shears:     CUT PENNY— *then take apart, then hand shears to customer***

"Everyone loves our SUPER SHEARS. They are made of high-carbon stainless steel for strength and they have thermo-resin handles for comfort. They are for both right and left hands, they are dishwasher safe, they won't rust or melt, and they come apart for easy cleaning. You'll use them for cutting through chicken and broccoli, opening food packaging, cutting cardboard, hard plastics, and other tough materials.

### **VEGGIE PEELER: LET CUSTOMER PEEL CARROT, APPLE, OR POTATO**

We have incredible forever guaranteed and dishwasher safe gadgets and accessories. This **unbelievable** peeler goes both directions and the blade pops out for cleaning!

A lot of customers end up getting the sheers and peeler for free. I'll show you how later!

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

**\*\*Turn to page 4 & 5 in blue book\*\***

*Turn to disadvantages of common knives page in blue book*

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## Disadvantages of Common Knives

### Disadvantages of Common Knives

Mrs. \_\_\_\_\_, most people have a drawer that looks like this. They are the world's most expensive set of knives!

- They are designed to break down over time. The average knife lasts 2 years, so most households waste a ton of money replacing cheap knives over and over.

Mrs. \_\_\_\_\_, most people have wooden or plastic handled knives let me tell you a little bit about them.

- **Wooden Handles** are attractive when new but tend to crack, break and splinter.
- They are extremely unsanitary; they absorb liquids, bacteria and germs, and retain odours.
- **PLASTIC Handles** are more sanitary than wood but melt easily, chip, crack and break.
- They're usually glued together and fall apart easily, especially in the dishwasher.
- They are slippery when wet, which is extremely dangerous while you're cutting.
- The **TANG** is how far the steel goes back into the handle. Most knives have a **PARTIAL TANG**, which is weak and unbalanced, so they break easily.
- Most **RIVETS** are made of **BRASS** which will expand, contract and loosen, creating gaps for food particles – making it unsanitary.

### *There are two types of steel...*

- **CARBON STEEL** is strong 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.

### *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 dull quickly.
- Other high quality brands like Henckels and Wusthof use straight edges however they have to be sharpened constantly to remain effective.
- The hard cutting surface is what dulls the knife, not the food you are cutting. Both of these edges come in direct contact with the cutting board, dulling them quickly.
- A dull knife is more dangerous than a sharp one because you have to push harder.

Let me show you how CUTCO has solved these problems...

\*\*Turn to page 6 & 7 in the blue book\*\*

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## **Features and Benefits of CUTCO**

“There are five features that make CUTCO the World’s Finest Set of Cutlery!”

*Take out Petite Carver and hand it to the customer*

“How does that feel in your hand?”

- The **UNIVERSAL WEDGELOCK HANDLE** fits any sized hand—left, right, big, or small.
- Your thumb and forefinger lock into place for better control and safety.
- And, it’s an ergonomic design that reduces hand fatigue and slipping.
- This makes CUTCO more expensive, but it’s worth it because it’s comfortable and safe.

*(Point to feature and hand to customer)*

- We use **THERMO-RESIN** for our **HANDLE MATERIAL**, which will not chip, crack or break.
- It’s an expensive material to use, but it’s worth it because it is dishwasher safe and sanitary.
- CUTCO has a **FULL TANG CONSTRUCTION**.
- Most companies use a partial tang to save money. Using the extra steel is more expensive but it’s worth it because it creates strength and balance.
- Our knives have **THREE NICKEL-SILVER RIVETS**, which are flush with the handle. This eliminates gaps and spaces, keeping it strong and sanitary.
- We use a very high-grade **STEEL**. ( 440 Grade A, 55-57 Rockwell Hardness Scale )
- This steel is expensive to use, but it’s worth it because it has “the best of both worlds”
- It has High-Carbon for **edge-retention** and the stain-resistance for **beauty**.
- It is both sanitary and sharp.

### **CUTCO is FAMOUS for our exclusive “Stay-Sharp” DOUBLE-D EDGE**

**ROPE CUTTING DEMO:** *Get out cutting board, rope, and customer’s favorite knives*

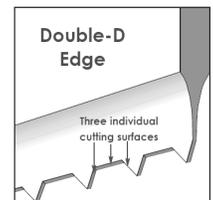
“Let’s compare how the different types of edges work...”

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!”

*Cut with customer’s serrated edge / Cut with customer’s straight edge / Cut with CUTCO Petite Carver  
Hold rope with both hands. Start with back of blade. Pull one, long stroke then go back and forth.*

- The reason this edge works so well is because it’s not serrated...
- CUTCO’s Double-D edge has three straight edges that are protected by the points.
- Cuts forward, backward, and straight down. *(show customer picture of edge)*
- It doesn’t rip or tear like a serrated edge, it cuts like a straight edge.
- The points protect the recessed edges from dulling on cutting boards and hard surfaces.
- This unique edge uses expensive technology but it’s well worth it.
- If used properly, the DD edge will remain sharp for up to **10 years!**
- Not all CUTCO knives have the DD edge. The Double-D edge is used for cutting back and forth while straight edges are only used for chopping, dicing, and precision cutting.



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## Forever Guarantee

“The best thing about CUTCO isn’t how long it stays sharp, it’s how the company stands behind all of our products with a **Forever Guarantee**.

- We are the only product that you can buy once, use every day, and never have to replace.
- You don’t need a sales receipt and the product is your proof of purchase.
- And you can pass it down generation to generation.
- There are **4** parts to the guarantee...”

**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 replace your knives.

**Forever Sharpness** If at any time your CUTCO needs sharpening, just send it back and it will be sharpened and polished for free. All you pay for is the shipping.

**Misuse or Abuse** If you (or your spouse!) ever happen to destroy your CUTCO through abuse, then you can send it back to the company and it will be replaced for half the current retail value.

**Unconditional Money Back Guarantee** We have a **15-Day** risk free, money-back guarantee. If you’re not satisfied for any reason at all, you can get a full refund. Wouldn’t it be nice if you could buy a product, like a car, try it out for two weeks and return it if you don’t love it? Well, that’s CUTCO’s Guarantee.

*(If spouse is not present):* Mrs. \_\_\_\_\_, this means you and your family can try out CUTCO **together** for a few weeks and make sure you love it before you decide to keep it!

The reason this is such a great investment is you’ll never have to spend another dime on knives ever again.”

### To send back CUTCO to the factory for sharpening or repair:

- Go to cutco.ca
- Click on “Sharpening” at top of page
- Fill out online form, pack up knives securely (wrap in cardboard), and send to Oakville
- Include check for return shipping: \$6 for 1-3 items / \$9 for more than 4 items
- Approximately 2-4 week turn-around
- *Ship your whole set or just a few pieces at a time!*

### Alternative Option

We have several **local professional service call representatives** who can stop by and touch up your knives **for free** whenever you need. Just call customer service for the local office phone number!

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Mrs. \_\_\_\_\_, I'm going to explain the pieces in our **basic set**. CUTCO has several set options. Of course you can buy just individual pieces, but most customers agree that it's important to have the right tool for the right situation because of **safety and efficiency**. Also, the company offers a discount on sets.

We have two large set options for customers who **love** to cook, called the **Ultimate and Signature sets**.

Our **BASIC** set is our most popular and it's called the **Homemaker+8**. It has the minimum number of tools to do 100% of the jobs in your kitchen as efficiently as possible. It's the best value for the average family and it starts with **your**...



**Paring Knife**      ***“Air Knife”***      **(Hand knife to customer, peel apple or potato, then explain)**  
Everyone needs a good paring knife. CUTCO's long handle makes **peeling and paring** comfortable. You'll use this for small jobs in the air like pitting peaches, tops of strawberries, bananas on cereal but never on the cutting board, that's why you have **your**...



**Trimmer**      ***“Small Utility Knife”***      **(Hand knife to customer, cut tomato/orange, explain)**  
Do you have a tomato or soft fruit we can cut?  
This is your utility knife for **small fruits and veggies**—you'll never smash a tomato ever again! Mine has a pearl handle. Which color do you like better?  
Everyone loves it because it's so versatile for small vegetables like cucumber, sectioning grapefruit, and trimming fats off meats but it's never used for spreading or serving, that's why you have **your**...



**Spatula Spreader**      ***“60 second Sandwich Maker”***      **(Point to picture in blue book, then explain)**  
It's very flexible and it has the DD edge.  
You'll **spread and cut** sandwiches and you'll **slice and serve** casseroles and cakes.  
But you'll never use it on meat or medium sized vegetables, that's why you have **your**...



**Petite Carver**      ***“Large Utility Knife”***      **(Hand knife to customer, cut food, explain)**  
This customer favorite “in-between” knife has two important jobs. First, it's for **large summer fruits** like cantaloupe, honey dew, pineapples and **large vegetables** like eggplant or zucchini. Do you have a large fruit we can cut? (***Cut large fruit—like a pineapple***)  
Second, it's your everyday meat knife for **chicken** and **small roasts/pork tenderloins** basically meats 5lbs or less and it's used with **your**...



**Turning Fork**      ***“Stove Fork”***      **(Point to picture in blue book, then explain)**  
Besides everyday carving your turning fork gets a lot of use. The three sharp tines will turn **meats and vegetables** like chicken in the frying pan. The tines are pointed upwards like fish hooks so you can even use it for French Toast, Sausage or Bacon with out scratching your pan. Getting things like pickles or cherries out of **jars** could never be easier. None of the pieces so far are used for larger foods, that's why you have **your**...



**Butcher Knife**      ***“Set Protector”***      **(Point to picture in blue book, then explain)**  
This is your heavy duty knife that protects your other knives. It's for separating frozen foods like hamburgers and hot dogs, disjointing chicken, ribs and cutting all types of squash. But it's not a chopping knife, that's why you have **your**...

***(Save money by buying whole chickens)***



### Petite Chef Knife “*Big Sissy*”

(Point to picture in blue book, then explain)

Every kitchen needs a good chef knife. The high knuckle clearance makes it comfortable and safe. You’ll use it for **dicing, mincing, and chopping**. It’s 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

(Point to picture in blue book, then explain)

Our slicer is the best **bread knife** in the world—you’ll never smash or tear fresh bread again!

The long DD edge also makes it great for **cutting cakes** (ice cream or angel food) and **shredding lettuce** for salads. (*Save money by buying head of lettuce vs. bag*)

It’s perfect for **slicing boneless meats** (some hams or pot roasts) but it’s not for anything with a bone; that’s why you have your...



### Master Carving Set “*Company Set*”

(Point to picture in blue book, then explain)

Do you ever BBQ or host family dinners? You won’t use it every day, but you’ll be glad you have it!

You’ll need it for **BBQ** (long enough to check things), **big roasts** (the s-shape in the blade makes large even slices) at all of your family occasions. It’s important to have both forks because the **turning fork** is used to **pick food up** while the **carving fork holds meats down**.



### TABLE KNIVES “*Everyday Knives*”

(Hand knife to customer)

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

They have a rounded tip and wide blade like a butter knife, making it a safer knife;; but with the Double-D edge, it cuts like a steak knife. This means no more earthquake effect at the table!



Because they are the most used knives in your set, we recommend **two Table Knives per person in your family** so you don’t have to wash them after every meal.

(*Family of 4 using twice a day: 8 uses a day/ 56 a week/ 2,912 a year/ 87,360 uses in 30 years!*)

### LEATHER CUTTING DEMO

Let’s compare the CUTCO Table Knife to your steak knife by cutting a piece of **tough leather**...

**Have customer use their steak knife, then CUTCO Table Knife.**

*Great idea: Stack up leather in strips and press straight down.*

### STORAGE OPTIONS (Turn to next page in blue book, show picture of woodblocks)

Mrs. \_\_\_\_\_, it would be dangerous to have really sharp high-quality knives floating in a drawer.

Our solid oak **WOODBLOCKS** wont slide on your counter and the horizontal slots protect your knife edges.

For customers with limited countertop space, we have safe **STORAGE TRAYS** for storage in a drawer or on the wall. The trays are 16” x 6” 1/4

### CUTTING BOARD & SHARPENER

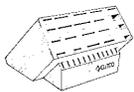
Our sets come with a **free cutting board**. It’s important to use a soft plastic cutting board. Glass, granite, and marble cutting boards are too hard and will dull your knives. We also have a sharpener for touching up the **Straight Edge** knives in your set. It comes free in sets with many straight edges.

### KITCHEN TOOLS (Turn to next page in blue book, show picture of kitchen tools)

To complement your Homemaker set, we have incredibly durable **KITCHEN TOOLS**. The thermo-resin handles wont melt or burn your hand and the basting spoons rest on the side of the pot.

It comes with the 5 necessary tools. **Basting Spoon, Slotted Spoon, Spatula, Whisk, and Ladle.**

And it comes in a **block**, which matches your Homemaker block. These 5 tools will replace two drawers full of old kitchen tools!



**“Let me review why so many people choose to invest in CUTCO:**

- You’ll always have a sharp knife. It’s comfortable, safe, and sanitary. And You’ll enjoy cooking more!
- CUTCO lasts forever, so it would be the last set of knives you’d ever buy!
- And you won’t waste another dollar on dull, dangerous knives that don’t work

**CUTCO also saves a lot of money and pays for itself:**

- Most customers would agree that if they owned a set of CUTCO they would eat out at least one less time per month. *If that saves \$60 a month, it’s \$720 saved this year—Over 25 years you’ll save \$18,000!*

**Mrs. \_\_\_\_\_**, there are several reasons why so many customers choose sets:

- 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** to protect your knives
- **Sets** come with **FREE STUFF**
- And we have **interest free monthly investment options** so you don’t have to pay for it all at once!

**SELECTING THE BEST OPTION**

“Most people haven’t had the opportunity to price fine cutlery. It’s like anything else; there’s a wide variety of quality and prices available. CUTCO is rated #1 so we only compare to the highest quality brands...”

**Present price comparison sheet**

I have a price comparison for a set that is similar to CUTCO. It’s called Henckels, and it’s found in most department stores and specialty shops. Have you heard of it before?

Henckels is a very high quality set made in Germany. It has almost everything you look for in a set of cutlery. They use high quality materials and they are known for their craftsmanship. They are a top selling brand in stores. There are different types of Henckels sets which range in price.

The price for **this Henckels set** is \$\_\_\_\_\_. You might find it on sale for less.

There are, however, some **major differences** between Henckels and CUTCO:

Henckels knives have mostly straight edges so they need to be **sharpened constantly**— and professional sharpening costs a lot of money. They are not recommended for the dishwasher and the **warranty is on manufacturing defects only**.

In comparison, CUTCO has our exclusive Double-D “stay-sharp” edge and we have our **4 part Forever Guarantee** including our **Free Sharpening and 15-day trial**.

CUTCO owners will tell you that it’s ten times better than any knives they’ve ever used. Just considering the **guarantee** and **unique features**, most people would agree that CUTCO is at least **twice as good** as Henckels.

When something offers twice the quality and value and lasts twice as long, you would expect it to be twice the price. At twice the price you’re talking over \$\_\_\_\_\_ for a set of CUTCO.”

## 13 SELECTING THE BEST OPTION (continued)

As I said earlier, our **basic set** is our **most popular**. It's called the **Homemaker+8** and it has the ten tools I explained plus 8 Table Knives in a block. We also have a Homemaker set without Table Knives.

If you were considering a set of CUTCO, would you prefer the basic set or the set with the Table Knives?

The great thing about this set is that it doesn't cost \$\_\_\_\_\_. In fact, it doesn't even cost as much as Henckels price of \$\_\_\_\_\_.

The Homemaker+8 Set is only \$\_\_\_\_\_ paid in full. But **most of our customers** take advantage of our 5-month, interest free investment option which is only \_\_\_\_\_ today and includes tax and shipping.

(Basic Homemaker: \$\_\_\_\_\_ in full or \_\_\_\_\_ per month for 5 months on CC)

**Write down investment options on paper and show customer**

**FIRST CALL SPECIAL:** By making this purchase on my first visit today, I can include a matching Kitchen Tool Set \_\_\_\_\_ a pair of Super Shears for free! \$\_\_\_\_\_ Value! (*Special only applies to 1st visit*)  
*Which would you prefer?*

Mrs./ Mr. \_\_\_\_\_, I wouldn't be doing my job if I didn't ask you; Would you like to get this set of Cutco today and receive the \_\_\_\_\_ for free.

***Be completely quiet and wait for answer.***

**If Yes:** Congratulations! You're going to love your CUTCO. While I write that up, let's look at accessories just so you know what we have in case you want to get something in the future.

**If Unsure:** If you don't mind me asking, what is it about the Homemaker you're unsure of?

### Handling Kneejerk Reactions

**Too Much Money/Can't Afford it:** "I completely understand. \$\_\_\_\_\_ is a lot all at once. That's why most of our customers split it up over 5 months, interest free. You get the set right away, but don't pay it all off until almost a half a year from now. It would be only \_\_\_\_\_ per month. How does that sound?"

**I Need to Think About it:** "I completely understand. \$\_\_\_\_\_ is a lot of money to be impulsive. That's why most of our customers take advantage of our 15-day trial. You can try it out without any obligation. If you love it, you can continue the payments. If not, you can send it back and get a full refund. If you do it on the 5 month plan, you can try it out for only \$\_\_\_\_\_ today. How does that sound?"

**Need to talk to Spouse (husband):** "I completely understand why you would want to talk to your husband. But, when you tell him about it, he won't understand the value. That's why most of our customers try it out on the 15-day trial to make sure their spouse loves it too. If he doesn't love it, you'll send it back and get a full refund. On the 5 month plan, you both can try it out for only \$\_\_\_\_\_ today. How does that sound?"

**Too Many Pieces:** "I completely understand. At first, 10 pieces seems like a lot. However, most of our customers find that **over a lifetime** they will use all of those pieces. It's always better to have it and not need it than need it and not have it. If you try out the Homemaker, and after 15 days there is a piece or a few pieces you're still not sure of, you can send them back and get refunded for just those pieces. How does that sound?"

**Can I buy just pieces?:** "Of course you can buy just pieces! However, our sets are already discounted, they are much safer, and they come with free stuff. If you don't mind, I'll show you our set options and if none of them appeal to you, we can pick out whatever combination of pieces you want!"

***If still unsure: Turn to pages 2 & 3 of second booklet in blue book.***

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## **DROPPING DOWN—Secret Weapon / Galley Set**

# **THE SECRET WEAPON**

SHHHHHH!!!!

WAIT UNTIL ADVANCED TRAINING 1...

...or call your manager if your customer loves the Homemaker+8  
but is on the edge

IF “NO” ON HOMEMAKER and SECRET WEAPON: *Turn to 1st Page of middle booklet in blue book*

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## **PRESENT GALLEY SET**

“NO PROBLEM! The next option is our **GALLEY SET**, which has been recognized as a “Best Buy” by Consumer’s Digest. It comes with 6 Table Knives. *It’s a few less knives for a lot less money!*

(Explain pieces. Homemaker set minus *butcher knife, master carving set, and 2 table knives*)

The Galley+6 Set is only \$ \_\_\_\_\_ or \_\_\_\_\_ per month for 5 months/CC (interest free)

The Basic Galley is only \$ \_\_\_\_\_ or \_\_\_\_\_ per month for 5 months/CC (interest free)

### **First Call Special**

If you get this set today, I can still include the Kitchen Tool set \_\_\_\_\_ a pair of Super Shears for free!

### **Ask for the Order**

“Is that something you’d like to get today?”

**If Yes:** Congratulations! You’re going to love your CUTCO! While I write that up let’s look at accessories.

**If No:** Try offering something else for free instead... “If those free items don’t excite you, I can replace it with **The Entertainer Pack, BBQ set, or Hunting knife!**”

*(First call special items may be substituted for items of equal or lower value)*

**If still unsure:** “No problem. We also have starter sets...”

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## **DROPPING DOWN—STARTER SETS**

**Step 1:**        **“These are the starter sets”** (*Turn to pages 4-8 in middle booklet in blue book*)  
                   “They are great for starting small and building up over time.”  
                   “They are also great for gifts and “off to college” starter sets.”

*Explain each set: Essentials+5, Studio+4, Space Saver, All Knife, Kitchenette, Gourmet*

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

**Step 3:**        **Present price of favorite starter set only...**

<b><u>SET</u></b>	<b><u>5-MONTH PLAN (Most Popular)</u></b>	<b><u>IN FULL</u></b>
<b>ESSENTIALS + 5</b>	_____	_____
<b>BASIC ESSENTIALS</b>	_____	_____
<b>STUDIO + 4</b>	_____	_____
<b>BASIC STUDIO</b>	_____	_____
<b>SPACE SAVER</b>	_____	_____
<b>ALL KNIFE</b>	_____	_____
<b>KITCHENETTE</b>	_____	_____

**Step 4:**        **First Call Special & 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?” (*May substitute free item for item of equal value.*)

**If yes:** “Great. Congratulations! You’re going to love your CUTCO. While I write up that order, let’s look at accessories.”

**If unsure:** “No problem, lots of CUTCO owners customize their own set. Let me show you how they work.”

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**For following customizing options, remind customer of payment plans...**

**Investment options breakdown**

With a minimum purchase of:        \$300 - You can still put this on a 5-Pay  
                                                           \$100 - You can still put this on a 3-Pay  
                                                           \$50 - You can still put this on a 2-Pay  
                   (Minimum amount is based off of retail price—Line 1 on order form)

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## CUSTOMIZING OPTIONS

### **Step 1: OPEN THE ULTIMATE BROCHURE TO SHOW ALL KNIVES**

#### **Step 2: Explain customizing options**

“Mrs. \_\_\_\_\_, you can customize your own set. Go ahead and pick out your favorite couple of pieces from our Ultimate Set and I can still get you something for free...”

#### **Step 3: Explain Specials:** “Mrs. \_\_\_\_\_, let me explain our 3 awesome specials that are really popular...”

<p><b><u>Special #1: Pick 5</u></b></p> <p>Pick <u>any 5 knives</u> (excluding Table Knives) and get a pair of <u>Super Shears and Tray for FREE!</u></p>	<p><b><u>Special #2: Buy 3 Get 1 Free Special</u></b></p> <p>Buy any 3 pieces, get the 4<sup>th</sup> piece free! <i>(lowest price item is the free item)</i></p>
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#### **Step 4: Custom Set**

“The other option is to **completely customize your own set**. I can still offer you something for free...”

*In the price guide, add up the individual prices. Quote price to customer and write down on paper  
(Free items may be exchanged with items of equal or lower value)*

## **RESERVE THE FIRST CALL SPECIAL—BUY ONE PIECE!**

“Mrs. \_\_\_\_\_, it sounds like you love CUTCO but now is just a bad time. I have a great option for you; it’s called **“RESERVING YOUR FIRST CALL SPECIAL”**. If you get one piece today, it reserves your first callspecial for a later date. So when you purchase a larger order in the future, you’ll still be entitled to the **free stuff**. You’ll end up saving a ton of money and at least you’ll get to use your favorite piece until then. It also helps me a ton towards my goals. **Which is your favorite piece?**”

That piece is only \_\_\_\_\_. Would you like to get that today and **reserve your first call special** for the future?

\*You can put any knife (over \$50 retail price) on a 2-pay! *(Recommend a DD edge to start with)*

<b><u>RETAIL PRICE</u></b>	<b><u>FIRST CALL SPECIAL FREE ITEM OPTIONS</u></b>
100-200	Peeler, Ice Cream Scoop, Pizza Cutter, or Cutting board
200-300	Cheese Knife, Spatula Spreader, Trimmer
300-400	Shears, Fisherman’s Solution, 7” Santoku
400-500	4 Table Knives or BBQ Set
500-700	Entertainer Pack or Kitchen Tool Set

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## **OPTIONS FOR CUTCO OWNERS**

*Have customer take out every piece of CUTCO they already own*

“Mrs. \_\_\_\_\_, since you already own CUTCO it doesn’t make sense to buy a full set. Most CUTCO owners either **upgrade to their favorite set** or pick out a few pieces to supplement what they already own. Either way, 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 you’re rep I’ll be able to keep track of what you like for future reference.”

“If CUTCO were FREE, what would you add to your set?”

### **In notebook write: Mrs. \_\_\_\_\_’s Wish List**

#### **KNIVES:**

**SET UPGRADE WISH:** “Mrs. \_\_\_\_\_, if you could upgrade to a set which one would it be?”  
(*Highlight Ultimate, Signature, and Homemaker sets. See page 14 for Upgrade instructions*)

**Table Knives:** “In a perfect world, how many would you need?”  
(*Buy 5 get 1 free. Buy 6 get 2 free. Buy 9 get 3 free*)

#### **Our 3 most popular Gourmet Pieces:**

7” Santoku: Chef knife with curved blade for rocking back and forth  
Hardy Slicer: Santoku style blade with Double-D edge for “hardy slicing”  
Cheese Knife: Anything *sticky, starchy, or moist!* Not just for cheese

**GADGETS:** (handle material provides a “Sure grip” and is dishwasher safe)

**Vegetable Peeler:** Peels both directions, easy to clean  
**Ice Cream Scoop:** Ice cream melts on contact!  
**Pizza Cutter:** Wheel comes off for easy cleaning!  
**Cheese Knife:** Micro-D edge glides smoothly through cheese and soft foods  
**Garlic Press:** Huge Hopper. Self-cleaning. Durable

#### **ACCESSORIES:**

**Slice N’ Serve:** Pie/cake cutter with a Double-D edge  
**Cutting Boards:** S, M, and L Poly Prep Cutting Boards to protect your knives  
**Sharpener:** For touching up your **straight edges only**  
**Super Shears:** Come apart at 90 degrees. Dishwasher safe. Incredibly strong!  
**Kitchen Tools:** 5-piece set with or without holder / Optional 6th piece: Potato masher  
**Flatware:** “*Do you have good flatware?*” Thermo-Resin or Stainless Steel option  
4 piece place settings / 5 piece place settings with Table Knife

#### **OUTDOOR:**

**BBQ Set:** 19” long reach so you don’t burn your hand on the flame!  
**Garden tools:** “*The world’s only forever guaranteed garden tools!*” Pieces come individually or in sets  
**Hunting Knife:** 5 1/2” blade comes with leather sheath. Double-D or straight edge  
**Fisherman’s Solution:** Blade extends 6”-9”. “Sure-grip” Kraton handle  
Sharpening stone on sheath / Sheath doubles as a pliers to remove hook  
**Lockback Knife:** 2 3/4” straight or DD edge blade. Pocket clip on either side  
**CUTCO/Ka-Bar Explorer:** Only Ka-Bar knives just for CUTCO Customers

#### **DON’T FORGET GIFTS!!!**

- Birthday
- Anniversary
- Graduation
- Winter Holidays
- Mother’s/Father’s day
- Just because...
- Business Gifts for clients or employees
- Engraving available for only \$6!
- Gift wrapping available

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## WISHLIST/ CUTCO OWNERS

“Mrs. \_\_\_\_\_, do you remember the first time you bought CUTCO? Do you remember how much you paid for it? As you know, CUTCO isn’t cheap but it’s totally worth the investment. Sometimes it’s tough to pull the trigger but once you do, you’ll thank yourself for years to come.

I’m going to make you the best deal possible with everything on your wish list.  
*(Use 20-25 Points per 100. If you need a better deal, call your manager!)*

**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)*

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## 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?”
  5. Take out a piece of paper and price out all of the items.
  6. Don’t forget Block, Sharpener, and Cutting Boards
  7. Use your bonus points to create a deal for your customer or call the office and ask for help.
- 

## CUTCO COOKWARE

“IT’S JUST LIKE THE KNIVES, TOP OF THE LINE AND FOREVER GUARANTEED!  
 TRY IT OUT FOR A COUPLE OF WEEKS AND SEE IF YOU LOVE IT!”

Top of the line quality and is comparable to the best brands in stores.

### **BUY SETS OR INDIVIDUAL PIECES**

1. Distributes heat evenly: Cooks from top to bottom and sides-in cutting cooking time in half!
2. Waterless and oil-less cooking (you can still use water like your old pots)
3. Stay cool handles for safety
4. Dishwasher safe
5. Forever guarantee just like everything CUTCO makes!
6. 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: Go to [www.cutco.ca](http://www.cutco.ca) and click on Cookware!

(Price guide can be downloaded from Vectorconnect under “Our Products” tab)

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# 19 RECOMMENDATIONS

LEADS = DEMOS = SALES

*Ask for recommendations after you write up the order but before you clean up!*

**THREE KEYS: ASK, SMILE, FOLLOW THE SCRIPT**

## STEP 1: ASK FOR RECOMMENDATIONS

- “Now \_\_\_\_\_, there’s one more very important part...”
- 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, while I’m cleaning up, is to jot down \_\_\_\_\_ people who might be nice enough to help me out.
- I’m not looking for people who would buy, just people nice like you willing to take a look.
- Here’s a pen and paper, put down as many as you can.
- Thank you so much for your help. I really appreciate it.” *Smile, hand them pen and paper, clean up!*
- BTW Do you mind if I use your sink to clean my knives?

### SPONSORSHIP

**5 recommendations = SPONSOR**

**10 recommendations = DOUBLE SPONSOR**

**“Once I get 50 sponsors, I get a FREE PIECE OF CUTCO from my manager!”**

**Virtual Demos!** “Mrs. \_\_\_\_\_, I am also able to do virtual appointments over the phone. Who do you know from out of town that might be willing to see my presentation?”

## STEP 2: ASK FOR YESES

- Like I said, this is the most important part...
- It’s a lot easier for me when people know I’m calling and they’ve already agreed to see me.
- So what most of my customers do is make a **couple of quick calls** or **send a few quick text messages** to make sure it’s okay that I call.
- Just let them know that the demo is fun and easy, it really helps me out, and they don’t have to buy anything!
- I’ll also mention we have a program in the office where I can give you that vegetable peeler you really liked for free. The way it works is if you get permission from 2 people while I’m still here I can add the peeler to your order right now. Who
- do you think we can **call or text message first** \_\_\_\_\_ or \_\_\_\_\_?

## STEP 3: QUALIFY YOUR LEADS

- Can you tell me about each of the people on your list so I know who I’m calling? (Fill out Reco sheet)
- Who do you know that is home **during the day**?
- If you were me, which 3 would you call first?

## STEP 4: TEXT / EMAIL HEADS UP

- For the rest of your recommendations, can you please give them a “heads up” to let them know I’ll be calling?

**Sample Text:** “Hi \_\_\_\_\_. Just saw a CUTCO demo from \_\_\_\_ (my nephew, neighbor, friend, etc). You don’t have to buy. He/she gets paid just to show it. It helps him/her with school. It’s quick and fun. Can you help him/her out?”

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CUSTOMER RECOMMENDATIONS SPONSORSHIP PAGE

- |           |           |
|-----------|-----------|
| 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. _____ |

***Once you hit 50, submit this page to your manager, redeem your free piece of CUTCO, and start another sponsorship sheet!***

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## Hints On Getting More Recommendations

- 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...?** Loves to cook, has a lot of kids, BBQ's, etc...
- 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) and I can give you another entry into the \$1,000 shopping spree drawing. Is there any way you can think of \_\_\_ more?”
- **Virtual Demos!** Don't forget to ask for out of town recommendations!

## HANDLING RECOMMENDATIONS OBJECTIONS

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

“Mrs. \_\_\_\_\_, as I mentioned, I'm not looking for people who you think would buy, just nice people like you who wouldn't mind seeing me. Could you think of anyone who would be willing to help me out?”

**I 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). Is there any way you can think of just a few more and become a **sponsor / double sponsor?**”

**I 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**

*(Although most customers mean well, it is extremely unlikely that they will send you referrals later—not a priority.)*

“That would be great, but that means I would have to make another trip to come back and get them or I would have to call and bother you later to remind you! Since I'm going to be cleaning up for a few minutes anyway, could you jot down at least a few now and then I can follow up with you later for anyone else you can think of?”

**LET ME CALL THEM FIRST AND I'LL 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?”

**AT LAST RESORT...**

**ASK AGAIN AND SMILE!**

<u>#</u>	<u>NAME</u>	<u>PHONE NUMBER</u>	<u>#</u>	<u>NAME</u>	<u>PHONE NUMBER</u>
		<b>*STAR* Name if Married</b>		<b>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		

**23 Best People List**

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<u>#</u>	<u>NAME</u>	<u>PHONE NUMBER</u>	<u>#</u>	<u>NAME</u>	<u>PHONE NUMBER</u>
51				<b>*Virtual Possibility</b>	<b>“Out of Towners”</b>
52			1		
53			2		
54			3		
55			4		
56			5		
57			6		
58			7		
59			8		
60			9		
61			10		
62			11		
63			12		
64			13		
65			14		
66			15		
67			16		
68			17		
69			18		
70			19		
71			20		
72			21		
73			22		
74			23		
75			24		
76			25		

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

- Quantity of **MAC** Appointments: It's a numbers game! **More MAC 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!
- **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 2 hours 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 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.
- **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 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 on you last minute!



## Training Appointment Phone Approach

“Hi \_\_\_\_\_, this is \_\_\_\_\_. (Visit for a while / Catch up)

Well, The reason I’m calling is I just started a great, new job **showing** CUTCO. As part of my training, I’m required to put on some initial training appointments. *\*\* (Because I live in \_\_\_\_\_ I’m able to do it virtually- either over the phone or on Skype where I’ll walk you through an online presentation)* You don’t have to buy anything, because I get paid just to show it. I want to do \_\_\_\_\_ appointments by \_\_\_\_\_, so I wanted to know if I could stop by on \_\_\_\_\_ at \_\_\_\_\_ or would \_\_\_\_\_ be better for you?

Will your \_\_\_\_\_ be there? Because, I would really like to show you both.

(Possible customer question: Answer question below, then continue...)

Great! Do you have a pen and piece of paper? Could you put in your planner that I will be there on \_\_\_\_\_ at \_\_\_\_\_? Thanks a lot, this really helps me out.”

Are you sure this time definitely works? This is really important to me and I’m counting on this appointment to keep my schedule booked.”

**GET DIRECTIONS! (Don’t rely on Mapquest or GPS)**

**Thank you so much! I’m really looking forward to our demo!**

### 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 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?”

### “How long does it take?”

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

*\* Approach is only to be used with people you know from your initial list.  
\*\*Phrase ONLY to be used when calling ‘out of towners’ from INITIAL names list*

# The First 3 Days of My FAST START

<b>Day:</b>	<b>Day:</b>	<b>Day:</b>
8:00	8:00	8:00
8:30	8:30	8:30
9:00	9:00	9:00
9:30	9:30	9:30
10:00	10:00	10:00
10:30	10:30	10:30
11:00	11:00	11:00
11:30	11:30	11:30
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7:00	7:00	7:00
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8:00	8:00	8:00
8:30	8:30	8:30
9:00	9:00	9:00
9:30	9:30	9:30
<b>Goal:</b>	<b>Actual:</b>	<b>Goal:</b>
		<b>Actual:</b>
<b>Goal:</b>	<b>Actual:</b>	<b>Goal:</b>
		<b>Actual:</b>

## 27 The Last Seven Days of My Fast Start:

<b>Day:</b>	<b>Day:</b>	<b>Day:</b>	<b>Day:</b>
8:00	8:00	8:00	8:00
8:30	8:30	8:30	8:30
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8:30	8:30	8:30	8:30
9:00	9:00	9:00	9:00
9:30	9:30	9:30	9:30
<b>Goal:</b>	<b>Actual:</b>	<b>Goal:</b>	<b>Actual:</b>
<b>Goal:</b>	<b>Actual:</b>	<b>Goal:</b>	<b>Actual:</b>
<b>Goal:</b>	<b>Actual:</b>	<b>Goal:</b>	<b>Actual:</b>
<b>Goal:</b>	<b>Actual:</b>	<b>Goal:</b>	<b>Actual:</b>

<b>Day:</b>	<b>Day:</b>	<b>Day:</b>
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8:00	8:00	8:00
8:30	8:30	8:30
9:00	9:00	9:00
9:30	9:30	9:30
<b>Goal:</b>	<b>Actual:</b>	<b>Goal: Actual:</b>

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## Handling Questions on the Phone

**I'm Busy:** No problem Mrs. Jones, so am I. That's why I'll be in and out before you know it. So could you *squeeze* me in real quick at \_\_\_\_\_ or would \_\_\_\_\_ be better?

Or... No problem Mrs. Jones. Is that a bad day or just a bad time?

**Call me back 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 back next week:** I can definitely do that Mrs. Jones, 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?

**Not Interested:** That's great! You don't need to be interested. I get credit just for showing you real quick. I promise I'll be in and out before you know it and you'd be helping me out big time with my contest and my scholarship chances. So could you *squeeze* me in real fast on \_\_\_\_\_ at \_\_\_\_ or would \_\_\_\_ be better?

**I've seen the demo a hundred times!** That's great! So you could probably do it better than I can. All I'll have to do is stop by real quick and cut the rope, leather, and the penny, and you can give me some pointers. *It would really help me out with my contest and scholarship chance.* So would \_\_\_\_ or \_\_\_\_\_ be better?

**How long does it take?** Usually 45 min to an hour, but if after 15 minutes, you're not interested you can kick me right out. So could you *squeeze* me in real quick at \_\_\_\_\_ or would \_\_\_\_\_ be better?

**Can't you just say you were here?** No, Mrs. Jones, 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?

**Call before you come:** Mrs. Jones, I'd love to be able 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?

**I 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?

**What are you selling?** What I'm *showing* is called CUTCO, it's a great set of kitchen knives and kitchen gadgets. I know you probably have plenty of knives but I get paid just to tell you a little bit about it and it really helps me towards my goals. So could I stop by real quick at \_\_\_\_\_ or would \_\_\_\_\_ be better for you?

**I'm not going to buy anything:** No problem Mrs. Jones. 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?

**Last Resort:** Well, we do have a program where I can do a virtual demo over the phone and I don't even have to come over. Would you at least be willing to walk through the website with me and I can quickly show you how awesome CUTCO is?

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## PHONE APPROACHES

### Acquaintance Approach Or Calling From a Directory

(Chicken List- People you do not know well)

Hi (First name), this is \_\_\_\_\_. How are you? 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/daughter*  
*at \_\_\_\_\_. I am a friend of \_\_\_\_\_.*  
*I live down the street from you on \_\_\_\_\_.*  
*I go to Church/Synagogue with you at \_\_\_\_\_.*

(Optional: I don't think we've met personally but we've probably seen one another a few times...)

I was hoping you could help me out with something I'm doing. Do you have a quick second?

### OR- Calling Recommendations

Hello \_\_\_\_\_? Hi, this is \_\_\_\_\_. Your friend \_\_\_\_\_ said I should give you a call.

The reason I was calling is I'm working with a company this (summer/semester) to help me gain some experience for my resume and build my communication skills. \_\_\_\_\_ was helping me out and she/he thought you might be nice enough to help me out too. Do you have a quick second?

*Continue.....*

What I do is show a quick presentation to people I've been personally recommended to, like you, on a product called CUTCO. You may already know about CUTCO. Either way, it's a lot of fun, and the best part is I get paid just to do the appointment, so there is no pressure to buy. And the more appointments I do, the better chance I have to earn a scholarship.

\_\_\_\_\_, I'm in a huge contest; I'm supposed to do \_\_\_ appointments by \_\_\_\_\_ and I only need \_\_\_ more to hit my goal.

I was hoping I could stop by and see you real quick on \_\_\_\_\_ at \_\_\_\_\_ or would \_\_\_\_\_ be better?

Thank you so much! I really appreciate your help, it means a lot to me.

**(Get Directions--- Repeat them back to customer)**

Great, can you please write down my name, again it's \_\_\_\_\_, along with our appointment time and a smiley face so you recognize me when I get there. And if you can stick it on your fridge, I can give you a chance to win \$1000 when I get there.

Thanks again so much, I can't wait to meet you. I promise this will be the highlight of your day. I'll see you \_\_\_\_\_ at \_\_\_\_\_!

**Scheduling Efficiency Tip:** Build rapport with customer and ask about their schedule before you ask for a demo time. Handle the "I'm busy" or "That time doesn't work" objection before it comes up!

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

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## PAY PROGRAM

<u>Sales Volume</u>	<u>Commission Level</u>	<u>Income for level</u>	<u>Cumulative Income</u>
0-1000	10%	\$100	\$100
1,000-4,000	15%	\$450	\$550
4,000-7500	20%	\$700	\$1250
7500- 12, 000	25%	\$1125	\$2375
12,000- 25, 000	30%	\$3900	\$6275
25, 000-30, 000	30% + ____%	\$1500 + Bonus	\$7775+ Bonus
30,000- 35,000	30% + ____%	\$1500+ Bonus	\$9,275 + Bonus
35,000+	30% + ____%	Unlimited	Unlimited

### Bonus Levels

- Monthly quota in order to receive bonus: \_\_\_\_\_ (CPO)
- Weekly Paycheck = 30% commissions
- End of the Month = Additional \_\_\_\_% of Entire Month's Sales!

### BASE PAY

- **Weekly Cycle:** Tuesday Morning—Monday @ Midnight
- **Base Pay Calculation:** \$\_\_\_\_ Base/Appt x Number of Qualified Appts completed for week
- **Qualified Appointment:** Over 25 / Working full time (or retired by choice) / No group demos
- **Qualified Presentation Report:** Must turn in completed QPR to receive base pay
- *(Company can't guess how many appointments you completed! Need Paperwork!)*

### 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
- **If Base Pay is higher:** Company contributes the **DIFFERENCE**

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

### 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

### HOW QUICKLY CAN YOU GET TO 30%

#### THE PURSUIT OF 12K

**\$12,000 / 250 Average order = 48 sales**

**48 sales / 60% = 80 Demos**

**1 DEMO A DAY = 11-12 WEEKS**

**2 DEMOS A DAY = 5-6 WEEKS**

**3 DEMOS A DAY = 3-4 WEEKS**

**5 DEMOS A DAY = 2 -2.5 WEEKS**

**8 DEMOS A DAY = FAST START CHAMPION!**

## How Big Will Your FAST START Be? 10 Days...

*(Using 60% closing ratio and \$250 average order)*

- 1 Demo per day = 10 Demos = 1,500 in Sales = First Promotion! = \$175 Commissions
- 2 Demos per day = 20 Demos = 3,000 in Sales = \$400 Commissions
- 3 Demos per day = 30 Demos = 4,500 in Sales = 2nd Promotion! = \$650 Commissions
- 4 Demos per day = 40 Demos = 6,000 in Sales = \$950 Commissions
- 5 Demos per day = 50 Demos = 7,500 in Sales = 3rd Promotion! = \$2,375 Commissions
- 6 Demos per day = 60 Demos = 9,000 in Sales = \$2,825 Commissions

## How Much Will You Earn This Campaign???

*CONSISTENCY WILL EARN YOU BIG PAYCHECKS!*

*(Using 60% closing ratio and \$250 average order. Assuming no bonus levels achieved)*

### 15 Weeks for the campaign

#### How to Earn \$10,000:

\$37,500 in sales  
\$2,500 a week  
10 orders a week  
= **15 appointments a week**

#### How to Earn \$5,000:

\$20,750 in sales  
\$1,383 a week  
5-6 orders a week  
= **9 appointments a week**

#### How to Earn \$2,000:

\$7,500 in sales  
\$500 a week  
2 orders a week  
= **3 appointments a week**

### 10 Weeks for the campaign

#### How to Earn \$10,000:

\$37,500 in sales  
\$3,750 a week  
15 orders a week  
= **24 appointments a week**

#### How to Earn \$5,000:

\$20,750 in sales  
\$2,075 a week  
8 orders a week  
= **13-14 appointments a week**

#### How to Earn \$2,000:

\$7,500 in sales  
\$750 a week  
3 orders a week  
= **5 appointments a week**

## WANT TO EARN MORE MONEY???

### Build the team with PERSONAL REFERRALS

**Work with friends! Build the team! Earn extra cash! Win cool prizes!**

Refer a friend and make \_\_\_% of everything they sell as a bonus! (doesn't effect their paycheck)  
Check out our PR program Prize Levels — How big can you build your TEAM???

#### Here's what to say to your friends: Keep it simple...

- Just got the job. Money is great. It's fun. You make your own schedule.
- Manager is awesome and can explain it in more detail.
- JUST CHECK IT OUT!

#### Ask your manager when the next interview is!

- You can have your friends call to set up an interview @ \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_
- Great idea: Set your Facebook status, "Need a job? Ask me for details!"
- Become friends with Vector on Facebook: [www.facebook.com/vectormarketingcanada](http://www.facebook.com/vectormarketingcanada)
- [www.facebook.com/](http://www.facebook.com/)\_\_\_\_\_
- [www.facebook.com/](http://www.facebook.com/)\_\_\_\_\_

# The Virtual Demo

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## WWW.TINYURL.COM/CANCUTCO

Hit promotions faster! Make more money! Work from home!  
 1 order/week = 250 CPO. Over 16 weeks (1 campaign) = extra \$4000 CPO!

### Hints and Reminders

- Customer needs to be at a computer with good internet connection
- Show husband and wife together if possible!  
 \*\*On the customer signature line, write: "Phone order" \*\*
- Just credit card accepted for payment
- Normal "PDI" and communication guidelines just like in-person demos

Email the customer right before the demo with the link.

Watch ALL videos.

Highlight the "click next's" in your manual so you don't skip any.

Ask for recommendations in your own city and in other provinces.

Do your demo from the OFFICE. It's more fun and you get help from your manager.

- Remember to SMILE and HAVE FUN!

### Training Phone Approach

- Hi \_\_\_\_\_, this is \_\_\_\_\_. **Build Rapport.**
- The reason I'm calling is I just got a great new job showing CUTCO.
- As part of my training, I'm required to put on some initial
- appointments. I get paid just to do the presentation so you don't have to buy anything.
- Most of my appointments take place in person but I can also do virtual appointments over the phone and just walk you through the website.
- I need to schedule \_\_\_ appointments in order to hit my goal, and I'd love to show you the products and practice my presentation.
- So what day works best for you \_\_\_\_\_ or \_\_\_\_\_?  
 - *Confirm time and give reminders*  
 - Just make sure you are at the computer  
 - Are both of you able to listen to it? (spouse)
- Thank you so much, this really helps me out!
- I'm looking forward to our appointment on \_\_\_\_\_ at \_\_\_\_\_.

Step 1: Sign in to Vector Connect (vectorconnect.com)  
a) Use Rep # on the cover of your manual  
b) First time signing in- password is LAST 4 digits of SIN #

Step 2: Select ROLO from the top menu bar  
(Second from the left highlighted in RED)

Step 3: Select Regular Customer Order

Step 4: ALL orders must have a ZERO in front of the original order form  
ie- order form 123456789 becomes 0123456789 on ROLO

Step 5: Input item #'s and quantities  
Select box in fourth column to indicate free items  
( 'X' on order form)

**\*\*Double check colour selection as well as quantities\*\***

Step 6: Input Shipping and Credit Card information  
(Use credit card billing address as main address and alternative address as "ship to" in the event that where the customer is shipping their product is different from their billing address)

**\*\* Double check price calculations and shipping selection (regular/express) \*\***

Step 7: Confirm- Make sure computer copy matches customer copy signed off on

Note:

- 1) You are still required to drop off paper copies of order to be sent in to home office.
- 2) Any orders with a Line 1 of over \$1000 will need to be sent in to home office for signature verification. They will not be counted or paid on until then.



## Assignments

### Day One:

- Names List Assignment - Bring Something to Cut (fruit / veggie)
- Phone Numbers - Arrive Vector Time
- Review Your Demo - \_\_\_\_\_
- Lunch / Snack - \_\_\_\_\_

### Day Two:

- Set Up Your Demos!  
Calculator - Direct Deposit Information for Paycheck  
Pennies - Bring your Social Insurance Number
- Lunch / Snack - \_\_\_\_\_
- Arrive Vector Time - \_\_\_\_\_

### Day Three:

- Make your first sale - Advance Training is on \_\_\_\_\_ from \_\_\_ to \_\_\_
- GREAT COMMUNICATION- PDI - Fill out QPR
- Positive Attitude at all times - ROLO Your Orders
- Book a minimum of \_\_\_\_\_ Appts for the week by the time you get to Advanced Training
- \_\_\_\_\_ - \_\_\_\_\_

## Phoning Is The Answer

*Consistent Phoning Throughout the Campaign = Massive CPO*

### **10 Phone calls a day = 10k**

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

### **20 Phone calls a day = 20k**

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

### **30 Phone calls a day = 30k**

30 Calls x 5 days a week = 150 Phone Calls a week  
21 Demos = 3000 CPO  
Guaranteed 30k for the campaign  
\$8,275 income if starting from scratch! 15  
calls every morning / 15 calls every night

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

“Mrs. \_\_\_\_\_, 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?”

