Rep Name: _____________________

Rep #: _____________________

Office #: ________________

Cutco Virtual Demo Guide

Office PDI Call-in # ____________________

Confirmation Email: ____________________

Enter all Orders online by clicking ROLO tab at www.vectorconnect.com
Training Phone Approach

Phone Approach  Hi __________, this is _________________ (visit for awhile).

The reason that I am calling is I just started working part time, and as part of my training I need to put on some initial appointments. I’m doing it for the training, so you don’t have to get anything because I get paid just to show it.

Because I’m not able to come to visit you personally, we can do the presentation right over the phone – all you need is access to a computer with high-speed internet. I’m working really hard right now for…. (goal)

I want to do ______ appointments before ______, so I wanted to know if I could give you a call on ___(day)___ at ___(time)___ or would ___(time)___ be better for you?

Great! Now ______, this appointment is really important to me, do you have a pen and a piece of paper? Could you jot down that I will be calling you ___(day)___ at ___(time)__? And what’s your email so I can send a confirmation as well? (get email address)

Thanks a lot, this really helps me out – I’ll talk to you ___(day)___ at ___(time)___

________________________________________________________

Confirmation Email  (bcc email: ___________ ___________)

Dear __________,

It was so great speaking with you today! Just to confirm, our virtual appointment for Cutco Cutlery is ___(day)___ at ___(time)___ am/pm. Your confirmation number is ____ (rep number). In the meantime, feel free to check out our website at www.cutco.com. We have some great products, so if there’s something that catches your eye, just let me know when we talk again on _____(day)____. Also, if you have any friends that you think would be interested in helping me out by doing a virtual appointment, I am offering some free Cutco for recommendations!

Enjoy your day!

Sincerely,

Your Name
Cutco Cutlery
The World’s Finest Cutlery
www.cutco.com
###-####-#### ← type your personal phone # here
Virtual Demo Guide

**Build Rapport**

Hi, is this__________? Hi, this is _______(your name)____ with Cutco, how are you? This is a good time for you, right? Great, well I am excited for what we’re about to see. How is your day going? (Spend time to find out how the customer’s day is going, get to know them, et cetera.)

Well like I said you don’t need to buy anything, but the majority of our customers do find something they like, because Cutco knives are made in America, have an amazing guarantee, and make a wonderful gift!

**Getting Ready**

Are you by a computer right now? Go ahead and go to our company’s website, www.cutco.com. Just let me know when it’s up, and we’ll go from there...

While it’s loading, I’ll tell you a little bit about me...

School
Major
When you started with Cutco
Any contests or scholarship that you are in

**Cutco Homepage**

There is a bunch of different stuff on this site, and what we’re going to do today is just walk through the most important videos on the website for my presentation. When we’re all done, you’ll be able to browse whatever you want...is your husband joining us for the presentation?

**If yes, have the customer put you on speaker phone so all can hear.**

Scroll all the way down to the bottom of the page. You’ll see where it says, “Discover Cutco” and in that section there’s a link for **CUTCO Videos**...click that...
Intro Videos

Modern Marvels (7:06)
The first video we’re going to watch is all the way at the bottom, in the right-hand corner. It’s called Modern Marvels, and it’s from when CUTCO was featured on the show in 2007. Just click it to get it started...

** Keep your computer on silent so you can hear where the customer is on their video. 

Discover Cutco (1:53) That one was pretty great, wasn’t it? The next video we’ll watch is called, “Discover Cutco.” Do you see that one? Go ahead and start it...

**As you watch with the customer, keep their attention by saying things like, "This next part coming up is my favorite” or “Wasn’t that great?!”

Names & Uses

Names & Uses
So what kind of cooking do you do? Are you mostly doing fruits and vegetables, or do you cook a lot of meals and have meat and bigger things to cut up?

**Let the customer share with you their cooking habits, and listen for ways that Cutco pieces can help with their daily tasks.

Trimmer (2:44) The first piece that we’re going to look at is called the Trimmer. It’s the very first video, and it’s great for citrus fruits, tomatoes, and any raw meats.

Paring Knife (1:43) This one is the best for peeling fruits and slicing bananas or strawberries over cereal for the kids.

Chef’s Knife (2:20) Let’s watch the Chef’s Knife next. Have you ever watched those cooking shows on TV, like Rachel Ray? With this knife you can just rock and chop through your veggies for soups, salads, and stir fry.
**Super Shears (1:16)** Click on the Super Shears next – these are so cool! I have them and they can even cut through a penny and still be good to use on paper and fabric!

**Table Knife (0:40)** These are our steak knives, but we call them Table Knives because the tip is rounded so you can still use them like a butter knife.

**Pick One More** Obviously you can see that we do have some other pieces – like the butcher knife (0:47) for big fruits and big veggies, the slicer (0:52) for breads and cakes, and the spatula spreader (2:10), which is great for making sandwiches. Go ahead and click on one of those videos to watch so you can see another piece and let me know which one you pick.

**Testimonials** Before we review Cutco’s guarantee, I’d like you to hear from some of our customers talking about their investment in Cutco. Ask customer to click on Cutco Testimonials Video (1:37) at bottom.

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**Forever Guarantee**

Like some of those customers referenced, one of the greatest thing about Cutco is our guarantee, so go back up to the top of the page, up by the Cutco logo, and do you see where it says, “Forever Guarantee”? Click on that...

We have over 16 million customers, we’ve been around since 1949, and every day, the company sharpens and repairs old Cutco as part of the Forever Guarantee. I really love that we provide that service!

You can see the four points of the guarantee on that page. Basically, Cutco is covered forever, so the guarantee stays with the product nobody who has it. It covers performance, sharpening, misuse and abuse, and they even give a 15-day trial period for everyone who buys Cutco. If you don’t love it, just send it back and they give you all your money back!
Kitchen Sets

The next place we’re going to go to is under the tab “Kitchen Sets.”

How often do you cook? Do you ever have a bunch of people over, or do you mostly cook just for your family?

**Take time to listen to the customer here.

Ultimate Set

I’m going to show you our first set, it’s called our Ultimate Set. It’s the very first set you see on that page...go ahead and click on that.

This is our complete set – it’s got everything you’ll ever need for cooking. See where it has the 5-Star Rating?

Next to that are lots of reviews...click on the reviews and we’ll look at what some other customers have to say about this set.

**Review the Customer Reviews with the customer and comment on any of your favorites. Give them time to read through a couple of them.

You can see that there are a lot of people very satisfied with this set. Now, if you scroll back up and click on “Included,” you’ll see the pieces that make up the set.

It has the cheese knife, which is great because...

**Briefly review each of the pieces in the set with the customer. Give the customer time to click on as many pieces as they would like.
Closing (*5-pay quotes don’t include sales tax which is determined by the “ship to” address)

Ultimate Set
This is our complete set. Go ahead and grab a pen and a piece of paper and I’m going to give you some prices for it...

This set is $2,254, and that includes all of the pieces that you saw listed, as well as a FREE block to store them in and our three different cutting boards. The amount that would be due today is $452 on our easy 5-pay plan*

First Call Special
Now let me explain our First Call Special. The First Call Special allows me to give you free Cutco when you place an order on my 1st visit. So if you did want to get this set today, I could also include the matching Kitchen Tool Set or another gift set from our Gift and Accessories section for free!

Do you feel like this would be a good fit for you?

If Yes: Ok, great! While I put the order together, go ahead and go to the top of the page. Do you see where it says Gadgets and Accessories? Click on that tab and if there’s anything you see that you’d like to add or get a price on, just let me know. **

If No: Do you feel like that one is too much money or is it too much stuff?

**Keep the customer on the line while you write up the order by asking for recommendations. Do not hang up with them until order is completely filled out with customer name, address, credit card info, and total payment info.

Too Much Money
Review the payment plans with the customer.

Too Many Pieces
Ok, no problem. We have a set that gets rid of a lot of the pieces you just mentioned, and it also is much more affordable. Drop Down to “Signature Set” – See Dropping Down on next page...

* For the tax rate to the customer’s delivery address, call Customer Service at 1-800-828-0448 or log into www.vectorconnect.com / Our Products / Service Fees / Sales Tax Lookup
Dropping Down

**Signature Set**  
Click on “Kitchen Sets” again, and this time choose the **Signature Set**. With this set, the pieces that don’t get used nearly as often have been taken out, so now you have just the ones that you’ll use.

**Review the pieces of the Signature Set the same as before. As far as the pieces on this one go, what do you think?**

The Signature Set is **$1,599**, and on the 5-pay plan, that would be **$321** today*. How does that sound?  
(Santoku Style Signature Set = **$1,619 / 325 x 5**)  
**Remind the customer of the First Call Special. Handle objections as before. If Yes, write up the order. If No, continue to drop down to the smaller sets on the Kitchen Sets page.**

**Homemakers**  
Go back to “Kitchen Sets” and we’ll click on the **Homemaker + 8 set** this time. This set gives you your most important pieces that you will use on a more regular basis plus 8 of those great Table Knives.

**Review the pieces of the Homemaker + 8 Set the same as before.**

Do you feel that these pieces would meet your needs better? The Homemaker + 8 is **$1,079**, and that would only be **$217** today* on the 5-pay plan. With this set, you can get either the Kitchen Tools or Super Shears for free with the First Call Special. **How does that sound?**  
(Basic Homemaker = **$879 / 177 x 5** & mention Dr. Phil)

**Galleys**  
If you go back to the Kitchen Sets and click on **Galley + 6 set** this time, you will see one of our most popular sets for people who want just the basics and it was recommended as a "Best Buy" by Consumers Digest. **Review the pieces of the Galley Set + 6.**

This is a really great set, and the Galley + 6 is **$785**, which would be **$159** today* on the 5-pay plan. Do you feel that this is a better set for you?  
(Basic Galley = **$609 / 123 x 5** & mention Dr. Phil)
**Starter Sets**

Many of our customers like to get one of our 8 Starter Sets. These are wonderful sets and we have several options for what pieces can make up your set. You can also see that we have some different storage options. Which set do you like best? That set runs for $(Retail)$ and it would be $(5-pay)$ on our 5-pay plan. Is that the one you’d like to get?

<table>
<thead>
<tr>
<th>Set Name</th>
<th>Retail / 5-pay</th>
<th>Set Name</th>
<th>Retail / 5-pay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gourmet Set</td>
<td>$699 / $141</td>
<td>Space Saver</td>
<td>$495 / $101</td>
</tr>
<tr>
<td>Essentials + 5</td>
<td>$599 / $121</td>
<td>Studio</td>
<td>$359 / $73</td>
</tr>
<tr>
<td>Essentials</td>
<td>$449 / $91</td>
<td>All Knife Set</td>
<td>$439 / $89</td>
</tr>
<tr>
<td>Studio + 4</td>
<td>$475 / $97</td>
<td>Kitchenette</td>
<td>$369 / $75</td>
</tr>
</tbody>
</table>

**Offer the Super Shears for free.

**Customizing**

Have the customer click on the “Kitchen Knives” tab at the top of the page. If you don’t see a starter set that works best for you, we can always customize a set. For instance, I believe that the 4 pieces you liked best were the ________, ________, ________, and the ____________. We have a special program where you can get those 4 and I can give you the ________ for free! Let me total the prices on those pieces for you… (Quote 5 piece total then special deal)

<table>
<thead>
<tr>
<th>Piece Name</th>
<th>Retail / Point</th>
<th>Piece Name</th>
<th>Retail / Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>2¾” Paring</td>
<td>$54 / 35</td>
<td>Petite Chef</td>
<td>$114 / 70</td>
</tr>
<tr>
<td>Trimmer</td>
<td>$59 / 35</td>
<td>Slicer</td>
<td>$95 / 55</td>
</tr>
<tr>
<td>Spatula Spdr</td>
<td>$59 / 35</td>
<td>Carver</td>
<td>$93 / 55</td>
</tr>
<tr>
<td>Petite Carver</td>
<td>$88 / 50</td>
<td>Carving Fork</td>
<td>$49 / 30</td>
</tr>
<tr>
<td>Turning Fork</td>
<td>$47 / 30</td>
<td>Table Knife</td>
<td>$33 / 21</td>
</tr>
<tr>
<td>Butcher</td>
<td>$105 / 65</td>
<td>5-Pc Knife Tray</td>
<td>$43 / 15</td>
</tr>
</tbody>
</table>

That will be $_______, and you could put it on a _-pay, which would be $__ today. Did you want to go ahead and order that? (offer free 5-Pc Tray if needed)

**Gifts & Accessories**

If you click on the “Gift and Accessories” section up at the top, you will see one of the favorite sections for our customer. A lot of these pieces have 5-Star Ratings next to them. What do you see that you’d like me to look up the price on? (Make a list of the pieces that the customer likes and refer to your Cutco Price List for pricing info on these accessories and offer free items based on how much they spend ~ 20 pts/$100)
Recommendations

**Asking for Names**

Now __________, there’s one more very important part. As I said in the beginning, I am working really hard for my ________. So here’s where you can really help me out. I get paid every time I show CUTCO, and I can only call people who have given me permission.

So while I’m (writing up the order, filling out my presentation report, etc.), what I need you to do is send me an email with ______ people you know, not necessarily people who would buy, just people nice enough to take a look.

Again, thank you so much. I really appreciate your help!

*Have the customer email you their list of friends that would like to see a CUTCO presentation. Once you’ve received the list, review the names to make sure you have the correct information.*

Now, __________, this is the most important part. Like I said before, I can only call people who have said it’s okay. So it would be great if you could help me get in touch with some people right now. Here’s what most of my customers say:  *Read top of the recommendation sheet*

By the way, when you get me ___ yes’s, I can give you the Vegetable Peeler for FREE! So, who do you think would be best to call first?

*Remember to ask questions about the recommendations to get to know them better: How many kids do they have? Do they cook a lot? What do they do for a living? Etc…*

**Follow Up**

Thank you again, __________, for all of your help. I’m emailing you a copy of your receipt right now. Give about 1-2 weeks to get all your products – it was really nice to talk to you!

*Send the receipt based on the “Done” page from ROLO after you have entered the order. This information can be copied and pasted into a Word document or pasted directly into an email.*