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*Published September 18th, 2018*

# THE WALL STREET JOURNAL.

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June 4, 2013, 9:59 a.m. ET

(CNCN) **Today's Youth Favor Entrepreneurism, but Few Have Skills, According to Poll**

## **Today's Youth Favor Entrepreneurism, but Few Have Skills**

OKLAHOMA CITY, OK--(Marketwired - June 04, 2013) - While today's youth find the prospects of becoming an entrepreneur appealing, very few will have the sales and marketing skills and know-how, unless educational systems change and appropriate mentors are identified. These were among the recent findings of a Gallup Poll survey of middle and high school students.

"These findings aren't necessarily surprising," said Mike Williams, an associate dean and marketing professor at the Meinders School of Business at Oklahoma City University. "Those sentiments extend to the college ranks. If you ask seniors if they want to go into business for themselves, the answer is 'yes.' That's their dream." The survey findings indicate that 43 percent of those surveyed in 2012 plan to start their own business. However, only 7 percent are currently interning with a local business.

When Williams pursues the issue further, he frequently finds many of these students are not able to close the gap between entrepreneurial aspirations and actually implementing a plan. "Many don't do it," he said, "because they haven't pinned down what they will take to market. And many may not have the skills."

The author of numerous textbooks on sales, Williams is **also a member of the Academic Advisory Board of Vector Marketing, the direct sales division for CUTCO Corporation.** The largest kitchen cutlery manufacturer in North America, CUTCO sells its products through a national network of college students who sell through in-home personal demonstrations. **"These students learn the basics of sales, which are really the foundation of entrepreneurship," he said. "They learn, as do all entrepreneurs, that if you don't sell, you don't earn. The college students who have sold Cutco are shortening the learning process on their way to becoming entrepreneurs, whether they stay with Vector or move on to other careers."**

Williams said that many major corporations are seeking graduates with entrepreneurial attitudes. "They want graduates who think creatively," he said, "and are willing to spend time on projects that will benefit the company in the future." **According to Williams, these Vector sales representatives have learned valuable skills and traits, including critical thinking, self confidence, empathy, organization, time management, communications, and enthusiasm.**

**"When I meet a Cutco sales representative, they make eye contact, they are confident, they communicate effectively," he said. "These young entrepreneurs stand out as leaders with life experiences. They have gained significant professional and life experiences at a young age."** He added that universities are recognizing that sales and entrepreneurship are a growing career path for students, and they are responding with curriculums and mentorship programs that will assist them.

About Cutco Cutlery Corporation and Vector Marketing: Cutco Cutlery is a 64-year-old company with headquarters and manufacturing facilities in Olean, New York. Vector Marketing is the company's sales division, coordinating all sales for Cutco Cutlery through a national network of college students who sell products through in-home personal demonstrations. More than 15 million US households have a Cutco product.

About Meinders School Of Business: The Meinders School of Business located in the heart of Oklahoma City offers a full range of undergraduate, graduate and professional development programs. At MSB, our world-class faculty train future business leaders through innovative teaching methods in a small, urban, private school setting providing students a firm foundation for a lifelong career.

# Mary Beck's cool sports job: Marketing and promotions for MLB and NHL networks

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By Mary Beck, as told to Lisa Altobelli | May 21, 2016  
Special to espnW.com

Courtesy of MLB Network

*Mary Beck had no idea she wanted to work in sports back when she was a history major in college. But then this trailblazer with a refreshingly candid sense of humor went on to become one of the youngest vice presidents at MLB headquarters in New York at age 32.*

*After transitioning to MLB Network for its launch in 2008, Beck, now the senior vice president of marketing and promotions, has added the NHL Network to her purview, when it moved to its Secaucus, New Jersey, headquarters.*

*With baseball season a couple of months in and the Stanley Cup playoffs in full swing, she lets us in on her path -- which has taken her from selling knives to mastering dual duties with two major sports networks -- and explains how a tape gun is still one of the most prized possessions in her office.*

## No TV? No problem

My love for baseball started with my mom, who's a huge Yankees fan. My dad grew up obsessed with the Brooklyn Dodgers, so his heart was broken when they left, and he never looked back.

But I had to follow the team old-school through the newspaper or radio because I grew up without a television in the house. I have six siblings, so my parents believed that a TV would just be another thing for us to fight over when it came down to what to watch. They preferred if we just went outside and fought there. Not literally of course but by just running around after each other.

Although people find it interesting that I've now worked for five stations over my career -- CNN, TBS, TNT, MLB Network and the NHL Network -- when I never even had a television growing up.

## Embrace the odd jobs

I was a history major at Cornell and graduated to, "What the heck do I do now?" I called my dad and said, "Why didn't you send me to trade school because what do I do with a major in history?" And he said, "A liberal arts education will teach you how to think." And I said, "What I think is that I need a job."

I spent one summer selling Cutco knives. I can still give a demonstration on how to slice through a penny. My father thought it was a waste of time back then, but he later said that it was useful because it taught me the power of rejection.

I also sold advertising for the Yellow Pages because I thought it would be a good business to learn. What I learned is that when you're schlepping through Manhattan with Yellow Pages over your shoulder, you better wear comfortable shoes. It's something I repeat to women to this day: You can't underestimate the value of comfortable shoes.

## More from espnW.com



Cool jobs in sports: Driver Shea Holbrook

Cool jobs in sports: Reporter Kristen Hewitt

Cool jobs in sports: NFL agent Kelli Masters

## Slicing and Dicing My Way to Becoming an Entrepreneur

APRIL 30, 2015

Selling knives to strangers may seem like a job for future serial killers, but believe it or not, hawking the sharp utensils for Cutco as a teenager was one of the best foundational experiences of my career.

And it turns out, I'm not the only one who thinks so.

Travis Kalanick, founder and CEO of Uber, was slinging Cutco knives way before he was reinventing the transportation industry. Daniel Tosh, the well-known comedian, was a proud cutlery consultant before he created his thriving comedy empire.

One way or another, successful entrepreneurs need to be able to convince other people to do stuff -- aka "sell." Whether it's getting a venture capitalist to invest, an engineer to quit their day job to join your startup, a customer to buy your product or your co-founder to agree with your decision, a solid grasp of how to pitch and close is handy, if not fundamental.

Unfortunately, you can't major in "selling" in college, so the only way to obtain these skills is to actually go out and try to sell something. In my case, it was knives.

In addition to learning how to cut a penny into a corkscrew, here are a few of the key lessons, learned during my Cutco days, that've been foundational to starting and growing a company.



**Subject: Greetings from the Dean of New York Law School!**

Dear Michelle:

I am pleased to hear that you have been offered admission into New York Law School's Fall 2017 entering class. As NYLS celebrated its 125<sup>th</sup> anniversary this past year, it's an honor for me to welcome you to a rich and storied tradition of shaping law and business, and advancing justice at every turn.

**I was particularly impressed with your work history. The skills and work ethic you learned in these positions will serve you well as you start your legal studies.**

You are exactly the kind of student who I believe will thrive at NYLS and make the most of our [extraordinary resources](#). In addition, to maximize your learning experience, our [distinguished faculty](#) and our dedicated [Office of Academic Planning and Career Development](#) will work with you to leverage our location in the heart of the City's legal, financial, government and tech centers by embracing and integrating New York City as your classroom. I look forward to working with you to ensure that you reach your goals and achieve the best possible outcomes.

If there is any assistance that my staff or I can provide to you, please do not hesitate to contact me, or either Mae Estrada, Associate Dean of Enrollment Management, Financial Aid, and Diversity Initiatives at [EllaMae.Estrada@nyls.edu](mailto:EllaMae.Estrada@nyls.edu), or Jeff Becherer, Associate Dean of Admissions and Professional Development at [Jeff.Becherer@nyls.edu](mailto:Jeff.Becherer@nyls.edu).

I look forward to seeing you in August!

All my best,

Dean Crowell

**Anthony W. Crowell**

Dean and President

New York Law School

[212-431-2840](tel:212-431-2840)



**WE ARE NEW YORK'S LAW SCHOOL**



The Vector Experience is one that has shaped my life forever.....

I was first recruited the summer going into my sophomore year at Clemson University. I was recommended to the job because I was a marketing major and a couple colleagues of mine thought it would be a great idea to build my resume. But how well could this experience actually “build” my resume? I was doubtful. I went in for an interview and was accepted for a sales representative position. I obviously didn’t know much about the program, but decided to give it a shot for my summer job. Little did I know that this position would turn into:

- Pushing myself and stretching my capacity as a person
- Having the ability to make as much money as I wanted with the uncapped commission structure
- Receiving multiple forms of recognition for my effort and success including, prizes in the office, going on stage at conferences, limo nights out in Charlotte, a party cruise – all expenses paid!
- Being accepted in management into the management program
- Receiving the President’s resume letter
- Being offered the position of Sales Manager under Trey Harris
- Running interviews, training, phone jams, being able to coach and be an inspiration to others
- And most importantly.... Building relationships that will last forever

Again, some of you may not know what all of this means right now, but you can and if you work hard enough, you will. I was lucky enough to be a part of the Greenville District team with Trey Harris as my manager. He is one of the MOST successful Vector managers and also shaped me into the young professional I am today. His talents, negotiation & communication skills, persuasive techniques, one-on-one selling skills, and professional demeanor are something to learn from. I’ve always said, “Build a strong relationship with Trey, and this will take you a long way.” And it has for me. Not only did I come out of this experience with an exceptional manager who helped shape me into the person I am, but also someone I can trust and rely on in the professional business world. Oh and I forgot to mention, he will push you, but for the best. I ended up making \$7,000 my first summer and doubled this amount my next. Trey knows how to develop people – when you meet other top managers, you will realize they used to work for Trey.

I am graduating this May from Clemson with my choice between pharmaceutical sales positions, recruiting positions at top firms all over the country, event planning firms for sports programs, and sales management positions with different insurance companies. Again, I get to choose, because I had the Vector opportunity and made the most of it. My resume is incomparable to others my age along with my communication and sales skills. I am constantly reminded in the Marketing Department of Clemson of how impressive I am and when they bring top companies in for career fairs, I am ALWAYS the one that stands out and is remembered among employers. With how terrible the economy has gotten over the years and graduating in the midst of it all, many were concerned they wouldn’t get a job. And some of my friends are still looking. I was never concerned. You can have this success, just like I did. You can have this success with the Vector Experience.

Sincerely,

Gwen U. Fraker

Trey,

First I want to start this letter by saying thank you for being my mentor for the past three years, in the business and outside of it. Also for becoming one of my dear friends.

As you know, my Vector journey started with a phone call from a receptionist telling me that a buddy of mine from high school, a guy I hadn't spoken with in 3 or so years prior, recommended me to a job and that I was invited to an interview. Seeing as how I had just gotten back from a horrendous first year of college (academically that is), my parents were anxious for me to start earning my own money for the first time.

Well I went, and I lucked out and got the job. Found out I was going to be selling knives, and I was pretty jacked. My parents however...not so much. After hearing my mom tell me that I wouldn't make any money, I showed up for training, late from summer school, ready to learn. Well after my three day training and meeting all of my assignments, I went on to make \$425 my first 3 days on the job. When I received this check, I drove mom to the bank and made her cash it and the rest was history!

After my first summer as a sales rep, I performed well enough to earn a spot in management training. This was going on during school and my grades HAD to improve. Well thanks to Vector, they did just that. While doing management training, and taking 17 hours, my gpa rose from a 1.87 to a 2.3 in that first semester after I started with Vector. The life lessons I learned from Vector are lessons I couldn't get from flipping burgers at Mickey D's. Time management, budgeting, planning, interpersonal skills; why I was a completely different kid.

I went on to take the ultimate leap of my life thus far, and was selected to run my own branch office as a TWENTY year old. I was twenty and managed a sales team of 50 people, paid \$4600 in payroll to receptionists, and was my own boss as a TWENTY year old. Where else can you do that?!

After my branch summer, I came back to school truly a young man. School was easy. I raised my gpa that year to a 3.15 and I raised my cumulative gpa from a 2.3 to a 2.7.

Vector molded me to be the man I am today, and without Vector, I do not know where I would be. I definitely wouldn't be graduating this semester from Presbyterian College if it wasn't for you and for Vector. Vector literally changed my life. On top of that, the resume experience I gained in my last three years with Vector is unparalleled. I applied to 6 jobs, got all 6. The job I accepted received 150 applications, they interviewed 8, and selected me. And cited my actual sales experience, along with my management experience was the deciding factor between me and another applicant. See I got to CHOOSE which job I accepted. My fraternity brothers, who did not do Vector, are scrambling to find jobs and having a tough time.

If you are a college student/ senior in high school, here's my message to you: interview with Vector. If you want REAL work experience, if you want REAL life lessons, and if you want to make some serious cash while building your resume, apply to interview with Vector. And if you are selected to join the team, my manager Mr Trey Harris is one of the best in the business at what he does. He will guide you to be the most successful version of yourself that you can possibly be. Trust me, I have first hand experience on that one!

Regards,

Christopher H Beitz

January 16, 2008

Dear Larry,

During the last two months while I have been wrapping up classes and interviewing for jobs, I couldn't help but recall my experience with Vector. I, like many other students who have worked with Vector, was only looking for a summer job when I started. But in a two-year period, I went from being a new sales representative who was horrible at public speaking and not much job experience to becoming a personable branch manager with tons of confidence and long list of accomplishments to put on a resume.

When I began interviewing for a job last semester I was anxious to find out what opportunities were going to be presented to me. The Graphic's program at Clemson University posts soon-to-be graduates' resumes on their website so potential employers can contact someone if they are interested in scheduling an interview with them. After just one week of my resume being posted, I had four people contact me for interviews. After several weeks, I felt so bombarded with offers from people to interview me that I had to begin "self-selecting" what companies I wanted to learn more about. I never had to apply for a job. Employers came to me instead.

I honestly believe I would not have had that type of response to my resume if my Vector experience were not on there. While in interviews, I was able to relax, maintain eye contact and speak confidently. I was able use real job experience to answer questions instead of using situations I encountered in a classroom (like a lot of my peers did). While working for Vector I learned how overcome adversity and rejection, how to manage my time, how to network the right way and most importantly, how to plan and reach my goals. I never took a class in school that could ever hold a candle to that.

When it came time to make a job decision after graduation, I had five companies to choose from. One of which was a sales position with the largest printing company in the US and another was one of top three advertising agencies in the world. It was a great position to be in. In two weeks, I will be combining my printing and graphics knowledge with all the skills I have learned at Vector to become a sales representative for one of Washington, D.C.'s top printing companies. It's truly exciting, and I would not have been able to make such a great decision if I did not learn everything I did while working with you and everyone else at Vector. I certainly never expected a summer job to turn into the biggest learning experience of my life, but I'm so glad that it did. Selling knives really can take you anywhere you want to go and help you become anyone you want to be.

Best wishes,

A handwritten signature in cursive script that reads "Kelly Feight". The signature is written in dark ink and is positioned above the printed name.

Kelly Feight



Chris Todd  
23 S Forest Beach Drive  
Hilton Head, SC 29928  
Chris.Todd1224@gmail.com

April 21, 2014

To Whom It May Concern,

There are many different types of opportunities out there for twenty-somethings today. There are choices that people make when they are in their late teens and early twenties that can sculpt who they are over the next decade. Speaking as a current twenty-something that recently graduated from Clemson in Civil Engineering, I am glad that I choose to pursue Vector throughout my college career.

I graduated from Clemson in December of 2012 when the job market was not exactly what people would refer to as "positive." Many of my classmates were moving back to live with their parents or continuing with their part-time jobs after college "until something else came along." I was lucky enough to have gained the experience during college to be a well-rounded prospect for companies that were looking to fill a role that was more than just crunching numbers. I was offered my current position because I could bring more to the table than just an entry-level engineer. Vector gave me the experience of working with people older than me and also gave me the experience of networking.

As an engineering student, most people assume that you are suppose to be an introverted person that loves to sit behind a desk and do calculations all day. Don't get me wrong, I like doing the calculations and solving problems, but I also enjoy being around people. As an engineer, a major part of the job is interacting with clients, setting the proper expectations, and constantly selling the fact that you can complete the project on time and under budget better than a competitor. Most of our clients are middle age, married people and after meeting with hundreds of middle aged married couples throughout my Vector career, I am thankful to know how to professionally communicate with my clients today.

If nothing else, the biggest thing that I learned from Vector, is work ethic defines an individual. I am successful today because I have put 100% effort into the things I want to accomplish. A saying Trey Harris taught me very early in my career is "A person that puts 90% effort only gains 50% of the rewards. A person that puts in 100% effort gains 100% of the reward." Today, I use the skills and experience that I gained at Vector to propel me ahead of my classmates in the professional world. If you have any questions, please feel free to contact me at [chris.todd1224@gmail.com](mailto:chris.todd1224@gmail.com).

Sincerely,



Chris Todd, E.I.T.  
Designer  
Ward Edwards Engineering  
Bluffton, SC 29910

Trey,

I got a text from you probably about a month ago asking what I had planned for the summer. I didn't respond because I didn't know how to tell you how busy I was, but recently I've had a series of events that made me reconsider. I owe you, at the very least, a response.

I've been training for a little over a year and a half and it turns out I'm pretty good at it. I work in a gym with limited traffic and very few opportunities to build new clientele. For most people this is a problem. The other trainers average 10-15 appointments a week, whereas I've been averaging just over 12 a day. Vector/Cutco, and ESPECIALLY you Trey have taught me so much about the fundamentals to success. You have taught me how to establish standards and focus on the efforts, not just the results. I learned to be enthusiastic in everything you do! These daily habits have prepared me for a very competitive field and I can't thank you enough for your guidance and mentorship.

One more obnoxiously long paragraph and then I'll let you go. The sales training, the structure of our office, and your leadership has been put to good use. I've recently organized a fitness group and we've been able to sell nutrition plans, workout programs and apparel under a brand that we're currently copyrighting. I've been able to make quite a bit of money, but I've been able to show my friends how to do the same using all that Vector has taught me. Thank you so much for the opportunity to work for you. I'm hoping I get to run across you in the near future. God bless!!

Sincerely,

CeDarius Williams

Certified Personal Trainer

Sunbay PT Solutions

MedFit

Lionhearted Fitness

# Corporate Recruiters Believe in the Value of the Vector Experience...

Numerous companies at a recent job fair sponsored by Pi Sigma Epsilon, the national business fraternity, actively sought candidates who had worked with Vector Marketing. Such companies included ADP, Northwestern Mutual Life, Hormel, Motorola, Johnson & Johnson, and Olean Staffing among others. These are just some of the many positive comments corporate recruiters have to say about job candidates with Vector Experience!

**"When I see Vector on a resume, that's a guaranteed interview."** *Johnson & Johnson*

Vector Marketing provides unparalleled career opportunities. That's why so many of Vector's top student representatives choose to stay with the company after graduation. One recent graduate received several outstanding job offers, including the chance to become a District Manager with Vector. When asked why he decided on a Vector career, he said, "No other company could offer me the chance to run my own business, contribute to the development of others, and be rewarded without an upper limit on my income."

**"We made him one of our best offers ever – What made him choose Vector instead?"**



Corporate recruiters are telling us they need people who have what Vector offers – superb sales training, real on-the-job experience that build career skills, and a proven track record of success. Too often these companies spend time and money training unseasoned graduates with limited to no work experience, only to be disappointed with their performance. They'd prefer to hire candidates who can point to real accomplishments and discuss how they've overcome challenges. Students who've been successful with Vector can do just that.

**"We love people with Vector experience because we know they can get the job done."**

*Northwestern  
Mutual Life*

Mid Atlantic Agency

4020 Westchase Boulevard  
Suite 450  
Raleigh, NC 27607  
(919) 546-0400 Ext. 159  
Fax: (919) 546-0888  
Toll free: (800) 962-2468  
wasmith@jhnetwork.com

William D. Smith  
Sales Manager



6/1/05

Larry Manley  
3803-B Computer Dr.  
Raleigh, NC 27609

Dear Larry,

I am writing in regards to Scott Sorrell, one of our new representatives in our Mid-Atlantic, Raleigh office. I am writing to you because Scott is getting off to a great start and is making solid progress each and every day. He is catching onto our program quickly and attributes much of it to his past sales experience with Cutco.

At John Hancock, we work in the financial services industry and our job description includes sitting down with clients, asking for sales, handling objections, and obtaining quality recommendations. While our representatives learn a different product line than some other sales fields, it is similar in concept to the Cutco system.

Scott tells me that he did not do anything out of the ordinary with Cutco, but instead did what his managers told him to. He followed their program, just like he's doing here with ours. We have an initial fast-start program, and Scott mentioned that Cutco has something similar. We have weekly sales meetings, training sessions, and work reviews, and Scott mentioned that his previous job does, too. While Scott has a great deal of hard work ahead of him to reach his goals, his foundation is solid as a rock. The experience he gained through working at Cutco and Vector is proving to be very valuable and is a system I respect greatly. Please do not hesitate to recommend anyone to us, even if they have only been with you for a summer. I am very impressed with the training Scott received from both his previous employment and you, his preceding manager.

All My Best,

A handwritten signature in dark ink, appearing to read "W.D. Smith", enclosed within a large, loopy oval.

William D. Smith  
Sales Manager, Mid-Atlantic 201

**David H. Henard**

*Marketing  
Department of Business Management*

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April 15, 2004

To Prospective Cutco Sales Representatives:

For the past few years, I have directly incorporated Vector Marketing and their Cutco line of products into my Personal Selling course at North Carolina State University. Vector managers actively interact with my students and the experience becomes an integral part of the course. Hundreds of my students have now participated in what has become widely known as the "Cutco Project." For many, it was a differentiating factor in gaining employment after graduation or an internship while still in school.

My primary focus as an educator is to prepare students to be effective business people - namely in the sales and marketing arena. I spend a great deal of time focusing on developing the skill set of students. This is where the Cutco project fits in. After completing the course, my students are able to focus on the skill set that the project helped them to either build or strengthen. Students don't discuss the experience as one of selling knives but rather as one where they enhanced their time management skills or improved their interpersonal communication skills. Some students learn how to overcome objections and successfully deal with a variety of business issues. Everyone draws something positive from the project.

The satisfaction level among students over the years has been nearly 100% positive. Even my students who don't seek a sales position after graduation find that the project experience helps them to become better communicators and consequently, better interviewers. In addition, it is not uncommon for me to hear from former students who tell me that the skills that they learned during the Cutco project are used daily in their careers. In sum, I would recommend to anyone who looks to improving their odds of employment or to enhance their communication skill set to consider the Cutco experience. As with most things in life, you will get out of it what you put into it.

Regards,

David H. Henard, Ph.D.



# #VectorLovesDECA

## DECA PARTNERSHIP

Vector Marketing is the sales division for Cutco Cutlery. We have entry level sales positions where DECA members can utilize the concepts they have been practicing with real customers in a real world setting. We have part time work, summer work, and some internship opportunities for select students. Many people turn their summer work with us into a career position after college graduation.

Vector Marketing has partnered with DECA to provide coaching and judging for competitions at local and state levels, as well as at DECA's International Career Development Conference.

We have been one of the sponsors for the DECA Dash 5K, and offer opportunities for seniors to fill out summer work applications at our booth at #DECAICDC every year.

Advisors, you may contact us to see if we have a local manager that can give a classroom presentation or coach your students for competition!

FIND OUT MORE

## HOW DECA MEMBERS CAN ENGAGE

Vector offers work opportunities for graduating seniors and can find more information at [www.VectorLovesDECA.com](http://www.VectorLovesDECA.com). Also, we are available in some areas for speaking to chapters and judging.