



## Quick Facts

### Product:

- Cutco Cutlery was **established in 1949** and is currently the **#1 selling brand** of kitchen cutlery in the US
- All Cutco knives are **made in the USA** in our factory in Olean, NY
- Cutco also sells: cookware, flatware, sporting knives, gadgets, KA-BAR (used by military)
- All Cutco products are backed by our **Forever Guarantee**
- Customers buy it **once**, use it **every day**, and never have to pay to **sharpen or replace** it.
- We sell over **\$250 million** worth of Cutco annually, and have over **17 million** customers

### How it works:

- **60%** of families **buy**, average order size of **\$300**, and our price range is **\$25-\$3,000**
- Target Market: Homeowner, Married, 30+ years old (HM3)
- Two types of appointments: In-Home or Virtual Online
- **No** door to door or cold calling
- Rep's schedule their own appointments (**45 - 60 mins**), provides **flexibility**
- Every rep gets a **1-on-1** weekly meeting with a manger to **plan** their schedule and get **coaching**
- Start with families they know for **practice and experience**  
 Ex. family, family friends, neighbors, church, friends' parents, sports/clubs, etc.
- Average customer **recommends 5-10** other families (**learn networking & prospecting skills**)
  - 10 appts x 5-10 per appt. = 50 - 100+ New Customers
  - 50 appts x 5-10 per appt. = 250 - 500+ New Customers

### Pay:

- Paid Weekly either the Base Pay or Incentive Pay (**highest of the 2, not both**)
- Base Pay provides a floor to take off pressure, but there's no ceiling with incentive pay

Base Pay	Incentive Pay	Income On Avg. Order
\$15 Base / Appt	<u>Based on Career Sales</u>	<u>\$300</u>
<i>(Appts last 45 mins - 1 hr)</i>	\$0 - 1,000      10%	\$30
<u>x 20 Appts / week</u>	\$1,000 - 3,000      15%	\$45
\$300 Base Pay	\$3,000 - 6,000      20%	\$60
	\$6,000 - 10,000      25%	\$75
	\$10,000 +      30%	\$90
<b>**Our top performers sell \$10,000+ in their first 10 days**</b>		

## Training:

- 2-day college accredited training seminar; unpaid, but provided **free** of charge
- Used nationwide in many universities (Purdue, ISU, LSU, NC State, etc.)
- Training manuals and scripts provided at no cost (**no experience needed**)
- Sample set of products loaned out **free** of charge (worth \$465)
- After 2-day training, reps do their **paid, training appts** with friends/family

### 3 Expectations

Coaching Calls Tue & Fri 8am-10am

Team Meeting Wed. 9-10:30pm

PSP Meeting Sun. 5pm

## Perks:

- High Quality Product
- Great Pay
- Scholarship Opportunities for full time students
- UCF, UF, & FSU offer 3 credit hrs for juniors & seniors
- A+ Rating with Better Business Bureau
- Corporate sponsor of DECA (high school marketing club)
- Management always available for help over phone
- Advancement Opportunities
- Positive Team Atmosphere
- Resume Experience & Skills  
(communication/social skills, networking, phone skills, time management, apt/goal setting, working with clients, etc.)

