

# North Star Events Team Handbook

This document details the best practices, tips and tricks, and 'How-To's' within the events program for the NSD Events Team. This should be used as a reference guide from everything from booth set up to up-serving customers at the booth. This document was created to help you learn from past reps learning curves and not your own. We want all new reps training into the events program to feel as confident as possible and that they are well prepared when they jump into events.

A reminder that you can find live videos of many of these scripts on our website at [www.NorthStarDivision.com](http://www.NorthStarDivision.com) - We have videos linked to the best in the business from all over the country. We are fortunate to have a great relationships with many top Cutco Sales Professionals across the country who have gladly shared their gifts and time to give the goods on how to sell more Cutco. Take advantage!

The NSD Events team adopts the philosophy of "Sharpen Your Axe". If you take the time to practice and hone your skills at the booth, your averages will go up, your closing percentage will go up, and most importantly, your profit at the booth will also go up. This document is created to help you have access to the best resources and also basic tips and tricks of when you are first starting events. Some, if not most, of what is covered in this document is mentioned in our events training seminar, however, here there will be more details to make sure you can dot all of your i's and cross all of your t's.

Of course if you ever have any questions, your coordinators and leadership team members are here to help you, so don't ever feel afraid to reach out. There's no such thing as a bad question. Believe us, we felt a little silly at times when we were new too!

## **1.) Booth Set Up and Tear Down**

Well, congrats if you've made it this far! You might be reading this the night before your first event and panicking making sure you have everything ready. Don't worry, everything will work out just fine.

### **What Comes in an Office Kit:**

Within the NSD Events Kits, here is what you will have access to in our Office Kits:

2 Table Cloths

2 Six Foot Tables

2 Red Boards to Display Knives (Knives Lay on Top of the Boards)

2 '1/4 Plexi' Glass - Placed on top of handles of Cutco

8 PVC Pipe Risers for Table's legs.

- (Gives them a boost so you're not bending over all day)

2 Bins for Storage of Cutco Items (Black Bottoms, Yellow Lids)

Ultimate Set, Homemaker, and a Galley Set & 5 Piece Kitchen Tool Set w/Holder

Aspiring Cookware Set

Flatware Chest with one setting of Flatware

BBQ Tool Set

Bake and Serve Set

Cutlery Care Pack (Or Just One Large Cutting Board\*\*\*?)

Mini Garbage Can

*\*note - you are encouraged to bring more than just the office kit, the more Cutco you have to show, the more you will likely sell!*

### Personal Cutco:

It's strongly encouraged that you bring ALL of your own personal product to the event. If you have all of the individual pieces in the ultimate, bring them! Have a fisherman solution? Bring it! Have a Cutco Lockback? Bring it! If one thing has been proven over the last decade of events, the more Cutco you're able to display at a booth, the more options customers have the ability to purchase more, which they ultimately do!

### Deal Binder:

We have provided a full binder of price sheets that you are able to print out from our Google Drive Folder. You just need to buy a 3" Three Ring Binder and some Sheet Protectors. (We recommend the 'Heavy Duty' Style).

We shared this with you, but if you need to find it again: Click Shared with Me —> Search for —> Northstar Events Team —> Click on Price Lists —> Spring 2020 NEW Prices.

All of the prices and individual deal sheets are listed out here.

*Note - \*Go to the website to see the video of Bert's Binder and how he sets it up.\**

### Personal Items to bring to the booth:

Besides your Cutco, there are other items you will want to have with you anytime you are working events. Here's an exhaustive list:

Clipboards (At Least 2)

Cash (customers who pay cash may need change)

Phone

Calendar for Appointment

Yellow Polishing Cloth

Bleach to clean cutting boards (Clorox Clean Up All Purpose Cleaner w/ Bleach Spray Bottle is our bleach of choice)

Specials Sheets Binder (Aka a Deal Binder)

Business Cards

Stapler

Event Order Forms

Pens (Multiple)

Potatoes/Food You like Cutting

Pennies

Leather

A Lunch/Snacks to Eat

Water (Lots of It)

A Jacket (If it's cold inside or outside)

### Setting Up a Booth

Easiest way to see examples of this would be to look on our events website and see what others on our team have done in the past to make their booth stand out. Also on Vectorconnect, search: Show Your Events and there will be 2-3 pages of other events set up around the country.

Normally for most newer reps working events, you will have 10X10 Feet of space. Best way to set your tables up is to form an L shape. One table on your right that is vertical and then other table at the front that is horizontal to you.

We recommend placing your two red boards with your knives on them in front. And your knife sets on each side of the red boards. Have your cookware and flatware near the ultimate set to be able to promote the Cutco Kitchen.

Hide your leather, pennies, and potatoes underneath the booth on top of your yellow bins when you've placed them under the tables after you've finished setting up.

## Move In and Tear Down

We recommend always getting to a show 2-3 hours early on the first day to make sure you're able to get your booth set up on time. This also allows enough time to make sure you're able to find your booth space within the building, carnival, or fair.

The coordinators will always send you information provided by promoters about move-in and tear down times, however, some promoters do not send this information, so it is highly encouraged to reach out to the promoter the week of the event to ask any questions you may have about where you should park to unload your car, best entrance to bring your stuff in, confirm event hours, and any other questions you may have.

Be ready to go at the booth 15-30 minutes before the show starts. We are fortunate to have a product that is very well known and many other vendors do their shopping before the event starts. If you're ready to go, it's very easy to pick up an extra sale or two just from vendors if you're set up early.

Tear down is a relatively simple process. If you're working your first event, take a peek at the videos/pictures on our website about how to properly put items back into the bins. Just remember the same way the contents of the booth come out of the bins/bags is the same way they should go back in.

You might notice at some events that vendors start tearing down early on the last day of events. We in the North Star Division do not tear down early. There are too many examples to count of people on our team who have stayed until the end and written up orders right before the events actually end. So do yourself and your wallet a favor and commit to entirety of the event. You'll thank us later!

## **2.) Selling at the Booth**

So you've managed to set up your booth! Now the fun begins.

How to interact/engage with customers:

This line of questions is the most efficient way to best prospect customers and gauge their interest.

Cutco Owner:

"Are you familiar with Cutco"

Customer - Yes

"Awesome! Do you own some already or just know someone who does?"

Customer - I own Some

"Great, how long have you had your knives?"

Customer - 5 years

"That's awesome, do you still have all of your fingers ;) ?"

Customer - Haha - YES I do!

"That's great, well just so you know people wait all year to buy from us here at the (XYZ Event), we are saving our customers between 5 to 30% off, can I show you some of our new tools and packages?"

Customer - Sure that's fine.

—

Non Cutco Owner

"Are you familiar with Cutco"

Customer - No

"No worries, are you in the market for some good knives?"

Customer - Maybe

“What kind of knives you do you have at home?”

Customer - X Brand

“Gotcha, how’re you liking them?”

Customer - They’re not great really

“Sounds like they could use some improving, can I take a second to show you why we’re rated the World’s sharpest?”

Customer - Sure!

—

The key to engaging customers, whether they’re cutco owners or not is always asking the same initial question: “Are you familiar with Cutco?” This questions provides a lot of value to us as sales reps. It helps us best serve the customer in front of us as fast as possible. Because our scripts we use for a Cutco Owner Vs a non Cutco owner are two very different scripts.

Also asking permission questions are very important. Questions like “Can I take a second to show you why we’re rated the World’s sharpest?” Allows the customer to say yes or no. If they say yes, great they’re probably interested in upgrading their knives. If they say no, not big deal! That means you just saved yourself 10-15 minutes showing a person who wasn’t that interested in the first place. Same principle goes for Cutco owners. If they don’t show interest in seeing the new tools, no worries.

The point behind these questions is to help our sales reps be more efficient at the booth and be talking to clients who potentially have interest in hearing more about our products and specials.

### Scripts

As you heard us say in events training, any calls we have with you, or any additional trainings you listened / watched / or attended, your scripts are the key

to Events. If you get great at the scripts, you will sell a lot of Cutco. These Scripts are available on our website [www.NorthStarDivision.com](http://www.NorthStarDivision.com)

### Handling Objection at Events

At events, you don't have the luxury of being in a person's home or on a Zoom call where people can't just kick you out of the house or awkwardly hang up a zoom call. At Events, a person can say "Cool, thanks for the info, we're gonna think about it, byeeee". Now that happens every so often, but built into our scripts is the ability to handle objections like this but still be able to close customers there at the event.

Hot Tip: Anytime a customer gives you ANY objection, literally any objection, your first reaction is NOT to handle it. (Sounds weird right?) Your knee-jerk reaction should always be:

"Sure, no problem, let me write that down for you."

Always, always, always. This ^^ is your reaction. Anytime a customer has an objection at the booth, it naturally can create a friction between a sales person (you) and the customer. So our job is to eliminate that friction immediately. The best way to do this, is help a customer believe that their objection is valid, understood, and that we are not going to hard-sell them on our products.

Once you've got your pen and paper/Be-Back slips out. You'll ask the customer a few questions just to make sure you're on the same page as them. The 7 questions (which are on our be back slips you can print off on our website at an office depot near you), are listed below. We included some answers to give some context to the questions as well.

- 1.) So if you were to do it, would this for sure be the set you want? Ok cool, you'd get some pretty practical use out of those tools? Cool.
- 2.) Now, color of the handles, pearl or classic? Classic, nice choice.
- 3.) Stain on the block, you can do a lighter honey, or a darker cherry, which do you prefer? Cherry, nice that's what I have.



4.) Now, if you were to get this set today, would split it up, or just pay for it, does that matter? Split it up? Okay sweet.

5.) So, just so we're on the same page, is \$265 something you could budget for if you really wanted to today or is it pushing envelope? Awesome.

6.) Now, shoot me straight, let me ask you this, on a scale of 1-10, a 1 means I'm never going to see you again and you're not buying knives today, a 9 means I hate my knives at home and you're about to break out the credit card, where would you rate yourself on a scale of 1-10. 7, sweet.

7.) So real quick before you go, if could give you my 2 cents. I know you didn't come here expecting to see Cutco and buy knives, however, I'm not saying you guys aren't coming back, but I've been doing this for almost 10 years and most people that walk away, life usually happens, and they're not able to make it back before the event ends. It sounds like you really like Cutco and could see yourself eventually getting cutco anyway down the road, and if you really wanted to budget for it you could, we are super close to breaking this events record of 5k in 3 days. So, since your here now anyway, if I could just do something a little extra special, just for you, to earn your business right now, could I tempt you to just go for it?

—

Now it does take some time to get good at these questions and also reading a customer. But usually if you preface these questions with just writing some stuff down for the customer, these questions also help reaffirm with the customer that this purchase is something that is helping solve a problem the customer has at home. Whether it's knives, pans, or flatware. Now handling objections like this will also lead to some people realizing that even if they wanted the set, they can't quite afford it, so that leads us to the next aspect in selling at the booth, which is dropping down.

## Dropping Down

Dropping Down is an art. It is something that takes time to get good at, especially behind the booth. However, it is not rocket science. It's pretty straightforward; a customer wants Cutco but either they can't afford it, or the package has too many tools. It's our jobs as sales reps to help find an option for a customer that they feel comfortable with spending but also gets them the tools they're most excited about. Sometimes that means dropping from an Ultimate set to a Signature set and throwing in a vegetable knife for free because that was the knife they were most excited about. It could also mean dropping from a Homemaker +8 down to a set we sell called an 11 Piece which is 5 kitchen knives and 6 table knives in a tray. First off there are a couple easy one liners to know that will help you stay in control of the sales conversation but asks a customer's permission to let you show them a different option.

One liners to help you drop down professionally and smoothly.

"It's better to have a few good knives rather than no good knives at all."

"Based on what I'm hearing from you, can I take a second to show you an option that I think would be better for your budget but still get you the tools you're most excited about?"

Our job at the end of the day is to help a customer get Cutco. Sometimes that's a single knife, but that's better than a person "thinking about" a homemaker at the event. Just like in your first few days of training, your manager told you a trimmer today is better than a homemaker tomorrow, it holds true at events.

As a newer rep on the team, at your first few events, you will have the same naiveness that we all do. Customers will say "Oh that's great, we just got here, let us think about it and we'll come back." And you'll believe them! You will be thinking the whole day that you have a customer coming back to buy a homemaker from you. Then 1 hour passes, then 3 hours pass, then 15 minutes before the event ends, you're biting your nails waiting for them to come back. Then reality sets in. They're not coming back :( So if you don't take it from this handy dandy handbook, take our team's word for it, and the thousands of CSP's who have worked events before you. Don't believe a customer that says they'll

come back, write down the option they're thinking about, ask them the confirmation questions, and then drop down accordingly to help them find an option they may be more comfortable with.

### Handling Different Customers At Events

Catalog Requests

Service Call/Sharpening Requests

Disgruntled Customers

The importance of working with someone else

Relay off of another person

## North Star Division Events Road Map

10K In Personal Sales	Eligible for Events Training <ul style="list-style-type: none"> <li>- <i>High Level Sales Training</i></li> <li>- <i>Network w/CSP's and FSM's</i></li> <li>- <i>Participate in Events Meetings</i></li> </ul>
15K In Personal Sales <i>*(Must purchase Event Super Training Kit)</i>	Eligible for Event Field Training <ul style="list-style-type: none"> <li>- <i>Two Complete Days of FT At Booth</i></li> <li>- <i>Multiple Service Calls FT</i></li> <li>- <i>Assist with Service Event</i></li> </ul>
20K In Personal Sales <i>*Must maintain an Event Withholding Account with at least \$200</i>	Eligible to Work Small Marketplace Events <ul style="list-style-type: none"> <li>- <i>Farmers Markets</i></li> <li>- <i>Gun Shows</i></li> <li>- <i>Small Festivals</i></li> <li>- <i>Inexpensive County Fairs</i></li> </ul>
50K In Personal Sales +20k/Campaign <i>*Must Own Homemaker Pieces, Specialty Knives, &amp; T. Cheese Knife</i>	Eligible to Work Traditional Events <ul style="list-style-type: none"> <li>- <i>Home and Garden Shows</i></li> <li>- <i>Holiday Botique's</i></li> <li>- <i>Larger County Fairs</i></li> </ul>
150K In Personal Sales +30k / Campaign <i>*(Must Maintain Min Team Shift Average)</i>	Eligible to be invited to Tier 1 Events <ul style="list-style-type: none"> <li>- <i>Increased Marketing Standards</i></li> <li>- <i>Eligible to be added to ROR List</i></li> </ul>
300K In Personal Sales +100k/Yr <i>*(Requires DVM and Coordinator Invitation)</i>	Eligible to be invited to Key Events <ul style="list-style-type: none"> <li>- <i>Our biggest and best events within the division.</i></li> <li>- <i>Increased Marketing and Training Standards</i></li> </ul>