

## **PERSONAL STORY**

As I mentioned earlier, I started with the company when I was a student. (Tell a personal story.)

Key parts of personal story:

I started with the company the summer after I graduated from High School

- No previous job experience
- Wanted to get paid what I thought I was worth
  - Def. not the min Wage
- Applied for 10 different jobs and got 1 interview
  - J Crew
    - Group int.
    - Got asked 1 question
    - Got a condolence card in the mail
- Got my Vector letter
  - Mom said just go to the interview so I did
- What you where looking for in a **job**, and where you where working in the past.
- **Your reaction to the job**
  - *Thought it was kind of weird at first*
  - *I got to cut in my interview*
    - *So I knew the products really worked*
    - *Manager seemed nice*
  - *Just happy that the manager wanted to give me the opportunity to work at all*
    -
- **Interview process—Got the job**
- **Parent's reaction**
  - *Called home excitedly as I J walked across sunset blvd.*
  - *Told dad*
    - *Said I no longer had to get a job*
  - *Mom thought the company didn't actually sell knives to adults just sample kits to college students to make money*
- **Significant others reaction**
- **Training**
  - *Was over 4<sup>th</sup> of July*
    - *Everyone thought I was nuts to be "working" over the 4<sup>th</sup>*
    - *Some of the people where already questioning if they were going to do well*
      - *I was not certain of myself either but I figured if other people could do it why couldn't I*
    - *I was really nervous because we had to read out loud during training and tat was something I had always struggled with but the manager and my partner were both really nice about it*
- **First Demo**
  - *First demo was with my friend Valerie Basnight's Mom*
    - *I still wasn't to excited about reading out loud in front of something so I thought I would try and wing it.*

- *Not the best idea because of course I got confused and to make a long story short she did not buy anything*
  - *Called my manager after and she made me feel ok about having a no sale ad more importantly she made me excited to do my next demo which was with my parents*
    - *Followed manual*
      - *Bought Homemaker +8*
- **First Old Customer**
  - *Third demo of the day*
  - *Already knew what she wanted*
  - *Read the manual anyway*
  - *Bought a lot more*
    - *Shocked*
    - *I figured she wouldn't get anything and now that I think about she was an easier sale because she had used the product for years and already knew how good it was*
- **Friend's reaction**
  - *Friends ALL made fun of me*
    - *Tried to get my best friend to work with me but she refused*
      - *Even though her mom ended up buying knives from me as she watched how simple it was to read from the manual and cut stuff*
- **Income**
  - *I made about 5k that summer*
  - *I had no idea how good that was until I found out that I had made more than three of my friends combined had made only they had worked all summer and I had only worked for 5 weeks*

**(Reason for personal story)**

- The reason I tell you those stories is because, if you get a similar reaction from friends and family, that is pretty common, unless your parents already have Cutco or friends worked here and they say "Cutco is awesome."
- But if they've never heard of it, the common reaction is, "You're going to do what?" That's okay, join the club.
- **How does society react when they don't understand something? (skeptically)**
- **Once they understand they accept it as normal. (can reference a Personal Recruit in training)**