

Setting The Stage

1.) *First Impressions Are Lasting*

- What the customer views when they first meet you at the door is important.
- Don't park in the driveway.
- Are you dressed for success? You represent the best so look your best.
- Put samples down and stand sideways. This initial view will put them at ease, especially if they have a glass opening in the door to look who is outside.
- To knock or to ring, that is the question.
- If a child answers the door, don't proceed until you have been invited in by an adult.
- Smile, introduce yourself, and shake hands firmly. Always wait to be invited inside. "Hello, are you? Hi, I'm_____. It's nice to meet you in person.
- Bring them their newspaper if it is in the yard.
- "Forget" your samples at the front door.
- Offer to remove your shoes.

2.) *Establishing Rapport Is Very Important (The Warm Up)*

- Knowing information about your customer can help to start a conversation.
- Get information by:
 - asking the person who referred them (qualifying).
 - listening closely on the phone.
 - driving around the neighborhood.
 - observing the house, yard, car, and surroundings.
- Whenever possible, speak of people that you both know. It is comforting and reassuring to have common acquaintances. (Name dropping)
- Compliment your customer. Make sure your compliments are sincere.
- Avoid talking about the weather. Everyone talks about the weather when they're at a loss for words. Talk about your customer and his or her interests.
- Avoid talking about yourself unless you are asked.

3.) WHAT TO SAY...

I'm pretty new at this and I want to thank you for helping me out. I may be a little nervous, so I'll be reading my notes, if that's OK with you.

As I mentioned on the telephone, this is a training appointment and you don't have to get anything. However, one of the reasons I took this job is because I really LOVE this product I'm showing you, and most people I show, seem to really like it, too.

But the the MAIN reason I took this job is to get some better experience than the average students have when they get out of college. This is a very different job than most students do and it teaches me things like better communication skills, better time management, good customer service skills, and goal setting. Is it OK if I share with you one of my goals?

SHARE A MEANINGFUL GOAL - One Example:

Right now, I am getting closer to an award level called President's Club. This is a level that earns me a personal letter of recommendation from the president of the company and a certificate of achievement. To reach this, it will take approximately ____ more appointments by the end of _____. It is an award based on customer orders so every appointment and every introduction counts. After this appointment, I have _____ to go, so THANK YOU! I really appreciate your help.

What I'm going to show you today is CUTCO, the World's Finest *Set* of Cutlery. As a matter of fact, CUTCO is the number one selling set of quality Kitchen Cutlery in North America. So there is a good chance you'll see something you like.

Let me warn you, Ms. Jones, CUTCO is not cheap! Of course, good things aren't cheap and cheap things aren't good. You probably wouldn't like it if it were cheap. In fact, one of the reasons (referral) recommended you, is because she said you appreciate quality. Is that right?

If I could show you something that will save you time, save you money, you will use it every single day, you will never have to replace it, and it will pay for itself, do think you owe it to yourself to at least take a look? ... Great, I think you'll be really glad I stopped by today.

But before we get started, I *promise* I'm not going to try and high pressure sell you something. What I am going to do is show you some of the reasons why so many people have invested in CUTCO.

Back in the old days, our reps were only allowed to see married people together. Nowadays, people are a little more independent. The only rule is that we see the person who can make decisions for things in the kitchen. How does it work in your family - when it comes to getting things for the kitchen, are you in charge of that department?

Our company decided a long time ago to make the best product of it's kind, explain quality once to each customer, to justify higher initial price, instead of making a cheaper product and have to apologize for poor quality later. I will do my very best to answer any and every question you could possibly have about whether CUTCO is a wise investment, so I never have customers say, "Let me think about it." We want to help people make a decision based on fact today, than on emotion later. That's way smarter and makes sense, right?

Now I DON'T want you to get something just because it's me, or because (referral) got it. Our policy is to ONLY LET YOU GET something if you really like it, want it, and can afford it. Is that okay?

What I WILL do, IF you see things you like, is work really hard to use our current specials to give you an amazing reason to get it today. And also, the more you get, the more you save - like when you bundle TV, Internet and Phone, you get a better rate.

THE MOST IMPORTANT THING and don't let me forget - at the end of our visit, if you like what I show you and you like me, I'm going to ask you for some introductions to other people I can visit. I want to work REALLY HARD and the ONLY way I can, is by getting introduced to lots of people. Not everybody has the time or even WANTS to sit down with me, so I need about 10 times more introductions than appointments I need for my goals. I want to do _____ more appointments by _____, so I need to get introduced to about _____ people. This is really the most important part of my whole job.

OK. As we go thru everything, if and when you see some things you like and you think you would use if you had it, please let me know and I'll help you pick exactly what's right for you. Even if you DON'T get it today, we can make a wish list for the future. Does that sound fair?