

Programs Available For Business Clients

With Rob Robincheck

This 1st part is mainly for employees but can be built for any other recipients.

1. Build-A-Set

- a. Build a relationship over a period of years where we become the gifting consultant and take last minute and not impactful gifting off the company's plate.
- b. This is where we build a customized dream set that will get the recipients all of the tools, they will ever need that is a one-of-a-kind set built just for that company!
- c. Great for companies looking to create tenure or have long term stability.

2. Catalog Program

- a. Typically for larger companies.
- b. Cutco is an approved option for recipients to choose from.

3. Pick Your Gift Program

- a. Tailor an option where recipients get to pick an item or items from an approved company list.

4. Milestone Program

- a. Tailor an option where recipients get to choose any individual piece or maybe pieces based on leadership, position or seniority.

5. Tiered Position Program

- a. Company gives 2 or 3 options on sets they can give recipients based on leadership, position or seniority within the organization.

6. Tiered Choice Program

- a. Different Cutco items, based on pricing, are made available for the recipient to choose.

7. Tiered Male / Female Program

- a. Guys will get one options and the Ladies get another options.

8. Themed Program

- a. Year one kitchen set
- b. Next year theme option with garden tools, BBQ tool, gadgets, kitchen tools and baking tools.
- c. Every year is a different theme.

9. Reverse Gifting Program

- a. Employees get for owners.

10. Family Impact Program

- a. Invest in a set for employees and/or employee family members who get married.

11. Anniversary Program

- a. Employees get sets or pieces based on 5, 10, 15 years, etc with company.

12. Build-A-Set Anniversary Program

- a. On 5, 10, 15 year employee gets 1/3 or 1/2 of set and finishes it the following year.

This 2nd part is mainly for customers but can be built for any other recipient.

1. Home Builder, Remodeler, Kitchen Company Program
 - a. Putting a set in every home or kitchen.

2. Value Stacking Program
 - a. Enhance the experience of their product or service by including Cutco with it.

3. New Client Program
 - a. Getting all their customers the same gift every year if new customers.

4. Tiered Build-A-Set Program
 - a. Based on long-term value of clients.
 - b. Gift a different item every year.

5. Client Value Program
 - a. Create a tiered program based on value of a job.
 - i. 10k or lower
 - ii. 10,000-50,000
 - iii. 50,000-100,000
 - iv. 100,000+

6. Top Client Program
 - a. Allocate gifts for top clients & custom design a multi-year strategy using one of the strategies previously listed.

7. Anniversary Program
 - a. Doing a featured piece with company anniversary on it.
 - b. Doing featured piece with client anniversary -of doing business with them) on it.

8. Artifact Swag Program
 - a. Add a gift to go with company events such as

- i. Holiday Party, Company Picnic, Employee & Family Appreciation Event, etc.

9. Bundling Program

- a. Themed gift with other local products.

10. Retirement Program

- a. Featured items are given as a gift for retirement.
 - i. Great for unions & other organizations with career type individuals.

11. Company Trip Enhancement Program

- a. Leave behind gifts they take after a company / client appreciation event.

12. Cucto For A Cause Program

- a. Benefits get featured Cutco set to sell at auction.