# Edwards Approach

Hi, I’m \_\_\_\_\_\_\_ what’s your name? Great it’s nice to meet you. What are you studying?

Are you familiar with Vector?

What we have available are B2C (business to consumer) sales positions, with the opportunity to move into our management training program in a little as a few months.

The best part about the position is the flexibility. Our students meet with clients UNDER 1 OF 2 PLATFORMS: EITHER 1-1 or through our online virtual demos. Because the demo can be accessed online, that means our students can do their appointments from our office, which is 10 minutes from campus, or from the comfort of their own residence room.

Most students meet one-on-one with customers as well to gain experience with in person communication skills. We market CUTCO, have you heard of it? (SHOW THE BLUE BOOK) It’s been around since 1949, made in the USA, and we sell about $200 million a year across North America. Because the products are BBQ tools and high quality kitchen cooking products, moms and dads love it, we also market hunting, sporting and fishing knives.

A lot of our country's sales are sold in western Canada. And yes, we do a lot of that here in Saskatoon. It’s very easy to get started. Here's our manual that they read (show training manual), here’s a picture of the products we sell (show blue book). Do you feel comfortable talking to an average parent and reading a script (laughing)?

Ok cool, that’s basically it! As far as the pay, because our product is forever guaranteed and high quality, we can have a $19.25 base pay for each demo even if they don't sell so there's no stress or pressure. That way you make money either way and there is an opportunity for a generous commission when you make sales - otherwise it would be a pretty boring sales position.

Business students like yourself, who are looking to move into our management training program, have the opportunity to do that in as little as 3-5 months of B2C sales experience.

Now the great thing about that is they have the chance to really set themselves apart on their resume, because most companies do look for experience outside of the classroom, so one of our main goals with reps is to give them the tools that they need to be a 5 star recruit for their future, meaning they have the perfect resume to complement their degree.

The other reason that students like it is flexibility. Do you ever have a few hours gap between classes and not sure what to do? Our reps will do 1-2 demos and make some cash reading a manual to nice parents, whereas they couldn’t have left campus to go work at the mall for a few hours, makes sense?

 Campus Approach 2017 Campus Recruiting Department Talk about a rep from your office who has done well or one at the table. - - - - - -THEN.... direct schedule 100%!!!! After they fill out an application: Great, well we're having informational interviews at our office so you can find out more about the position and then we can meet ya 1-1 and see if it’s a good fit. Because of the holidays/break, we're looking to fill positions this week. Whats your schedule today and tomorrow? Does \_\_\_\_\_\_\_\_\_\_ @ (insert time) work for you? You can bring a friend if you don’t have a car. Great here's the address, we'll text you before. (Refer to campus directions- easy to find!) Follow up: ● One of the AMs/Reps at your campus must be entering the apps intoVL ● Text them all 1 hour before the interview with very specific instructions.