

## **Bonus #2: “Extraordinary Effort” Phone Approaches (For Getting Last-Minute Orders)**

→→**Remember:** Robert Arauco sold \$5,000 *OVER THE PHONE* during the final HOUR of his \$31,000 Push Period. Keep in mind that a major reason he was able to do that is because he diligently followed ***Bonus #1: 6 Steps To Enrolling Customer In Your Goals*** (previous page).

**Here are the two approaches he used to call them back:**

### **[For People Who Bought From Him, During Push]**

“Hi \_\_\_\_\_, this is Robert Arauco – the Cutco guy who you bought your new knives from. How are you? I just wanted to follow up with you for a couple things. First, did you get your CUTCO yet!?”

(Small talk: “*Awesome, have you got everything set up? Do you have any questions? Cut yourself yet?*”)

Also, I don’t know if you remember, but I was telling you about how I’m currently in one of the biggest contests of the year, we’ve got this huge conference tomorrow, and I’m trying to accomplish something I’ve never done before by selling \$\_\_\_\_\_ of CUTCO during these past two weeks. Well, today is the last day, and I’m currently at \$\_\_\_\_\_, and I wouldn’t be where I am without your order. So, thank YOU so much for your help!

(*\*Pause and let them respond*)

Also, you might remember me saying how this was such a scary goal for me, and that I was committed to giving it everything I have until the last possible moment, so I guess that’s partly why I’m calling you. To be clear, I don’t want you to feel like you have to buy anything else—I’m totally grateful for your help already—I just figured I at least had to follow through with “giving it everything I have until the last possible moment” thing, so I just wanted to politely ask if there was anything else you might want to add to your order, and of course I would give you a ridiculous deal? (*\*Make suggestions – Gifts... Accessories... Table Knives... Set Upgrades (if they only bought pieces)... Flatware...*)

**[For People He Saw During Push Who Did NOT Buy From Him]**

“Hi \_\_\_\_\_, this is Robert Arauco – the Cutco kid who was over at your house the other day. I just wanted to follow up with you for a couple things. First, I wanted to thank you again for letting me come over. I can’t tell you how much I appreciate you sharing some of your time with me. I’m sure you’re busy.

Also, I don’t know if you remember, but I was telling you about how I’m currently in one of the biggest contests of the year, we’ve got this huge conference tomorrow, and I’m trying to accomplish something I’ve never done before by selling \$\_\_\_\_\_ of CUTCO during these past two weeks. Well, today is the last day, and I’m currently at \$\_\_\_\_\_. Also, you might remember me saying how this was such a scary goal for me, and that I was committed to give it everything I have until the last possible moment, so I guess that’s partly why I’m calling you.

To be clear, I don’t want you to feel like you have to buy anything to help me—I just know you really liked CUTCO and figured I at least had to follow through with “giving it everything I have until the last possible moment” thing, so I just wanted to politely ask if there was anything you might want to order, and of course I would give you a ridiculous deal? (*\*Make suggestions – Sets... Gifts... Accessories... Table Knives... Flatware...*)