**Campus Approach 2019**

Campus Recruiting Department



**On campus, our approach is laid back and no big deal:**

Hi, are you looking for really simple, fun summer work? What we're doing right now is taking applications for entry-level customer sales and marketing positions. The best part about the position is the **flexibility.**

Our students meet with customers UNDER 1 OF 2 PLATFORMS: EITHER face to face or through our online virtual demos. Because the demo can be accessed online, that means our students can do their appointments in our office, which is *(distance)* from campus, or from the comfort of their own home. Most students meet face to face with some customers as well, to gain experience with their in person communication skills.

We market CUTCO, have you heard of it? (SHOW THE BLUE BOOK) It’s been around since 1949, it’s made in North America, and we sell about $200 million a year. Because the products are BBQ tools and high quality kitchen cooking products, moms and dads love it. We also have hunting, sporting and fishing knives. A lot of

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| our country's sales are sold here in the |  | AREA. And yes, |
| we do a lot of that here in |  |  | . |

Here's our manual that they read (show training manual), and here’s a picture of the products we sell (show blue book). Do you feel comfortable talking to an average parent and reading them a script (laughing)? Ok cool, that’s basically it!

As far as the pay, because our product is forever guaranteed and such high quality, we can have a $\_\_\_\_\_\_ base pay for each demo even if our reps 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 lame/boring sales position.

The reason that students like it, is the flexibility. Do you ever have a gap of a few hours between classes and you’re not sure what to do? Our reps will do 1-2 demos and make some cash reading a manual to nice parents, whereas they wouldn’t have had time to leave campus to go work at the mall for a few hours, makes sense? Also, it’s great because our students can ramp up and work as much as they’d like in the summertime, or if they need to work around a vacation or sports, that’s possible too.

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Talk about a rep from your office who has done well or one at the table.

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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 you 1-1 and see if it’s a good fit. Because the summer is quickly approaching, we're looking to fill positions this week.

*“My only challenge \_\_\_\_\_name of applicant\_\_\_, is we’re accepting people on a first come-first considered basis and we’ve already taken \_\_\_\_\_\_\_ applications, so I’d like to get you in as soon as possible.”*

What’s your schedule like 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, (give them the L501C document) we'll text you before. (Refer to campus directions on the back)- we’re easy to find!

*“So when you get to the office today, I’ll be there personally to greet you at \_\_\_\_interview time\_\_\_\_\_. I look forward to getting more time with you tonight.”*

**Follow up:**

● One of the AMs/Reps at your campus must be entering the apps into VL