



"The Great American Cookware Company"
West Bend, Wisconsin

**Welcome aboard the Kitchen Craft experience ...
not your next job, your LAST job!**

Let's "sale away"

YOUR CAREER PATH AND TRAINING SCHEDULE

As a new team member of the Kitchen Craft family, you will have an amazing support team with hundreds of years of experience in your new business career. They will all be there to assist you on your journey and each of them have different skill sets and experience to share with you. They can only show and tell you what to do. It's up to you to get it done and follow their lead to the level of success you deserve. As long as you get it, want it and have the ambition to do it, they will take you to your destination.

You are a Freshman in a new college studying a new career. Just as any degree, you earn it. The harder you work, the better the grade you earn and the more successful you are.

In college, it was 2 years before you started to learn the skills applicable to your degree; and you paid the college to learn!

At Kitchen Craft, we can have you earning an income within 2 weeks if you have the dedication and determination needed.

MEET YOUR SUCCESS TEAM

Meet your instructors and coaches in the order they will be instructing you after joining our team and **stepping on board**.



MEET YOUR TEAM TRAINING LEADERS

STEP 1 ... Being accepted
(48 hours from interview to acceptance)

Laura French

Talent Search and Placement Director

Laura's responsibilities are finding and placing talented people in our company and monitoring their progress throughout their first year.

She will be sending you your training materials and script to our proven presentation the moment you are fully accepted. If you don't study or alter the program, you will delay your success greatly. The sooner you learn our proven program, the sooner you earn.

Our goal is to have you trained well enough in 14 days to be performing live and earning money. If your goal and dedication is the same, we will thrive together. This is not the end of your training; only the beginning. Your training will continue throughout your career.

"When you're green you grow. When you're ripe, you rote."

When accepted, you own your own distribution company for a 115 year old American manufacturing company. You will be conducting live seminars to audiences and teaching them how to sustain health and wellness through proper food preparation. You're going to change peoples' lives everyday for your entire career. You're going to be the greatest competitor your doctors ever knew; they teach cure, you will teach prevention. Be proud of your new destiny in life!



STEP 2

Home study and virtual training. (6 to 8 hours at home)

Josh Parisoe

Training Coordinator and Operations Manager



Your IT, Technical Manager and Virtual Training Director will be your next team contact immediately following your on-boarding process. After being accepted and on-boarded, you will be provided with all the necessary training materials for you to begin your new endeavor.

Josh has a lifetime career in IT and virtual marketing and will be taking you through your initial online training from his facility in Florida. He will also be establishing your customer data base of our existing customers in your area and setting up your personal company email and website. This portion of your virtual training will provide you with the necessary stats and information about your new career. There will be 3 sections and three exams that you may take at your leisure, but must be completed before moving to the next step. This shouldn't take more than 6 hours and is all completed from your home.

STEP 3

Meet your Corporate Coach and mentor by zoom.
(1 hour)

Tim Martin

Corporate Coach

Tim was a Canadian film and documentary producer who was filming our training program 14 years ago and said, "I can do that and make a lot more steady money and be with my family." Tim, his wife Stephanie and their two daughters Makala and Avery have lived the life for 14 years and is consistently in the top three at sales production and Million Dollar club. The family wanted to travel and see the world, and have. They rented out their beautiful home in Orlando, bought an amazing 45 ft motor coach to live their dream while working and have been to all 50 states and 14 countries, as a family performing live cooking shows and incentive trips they earned from your company. They also reside on their 48 ft motor yacht that is based in St Augustine and are planning a three month boating adventure around "the great loop" next year and recently invested in a Villa in Tuscany Italy that they can visit often due to the flexibility of this career.

They are "living the life" and Tim is our company coach and will be communicating with you weekly by phone and every Tuesday morning by his Zoom meeting, "Tuesday's with Tim".

Tim began his career just like you and worked hard to make up for his lack of experience. Now he works 140 show days and plays 100 days. He will show you how to accomplish the same.





STEP 4

Brett & Lena Coleman *Corporate Sales Trainers*

This team will be with you through your entire experience with Kitchen Craft and Brett will be scheduling your four morning coaching classes ASAP.

Brett and Lena have over 15 very successful years performing and selling at trade shows just as you will be. Their experience will be priceless to your progress and you should follow their directives to perfection. They hold many company records and have traveled the world on company incentive trips. Lena is from

California and Brett is a native of Michigan. Brett loves travel and was performing at a home show in California and reminded to "always do the last demo," even if you are tired. That's when he met Lena, she purchased a Classic set, and they were married a year later and built their beautiful new home in Arizona. They loved adventure and traveled in their rock star motor coach and home schooled their amazing son, Cash. They are now permanent residences of Florida. Initially, Brett will be scheduling you into his next virtual zoom training which will provide you with four three-hour virtual training sessions called, OICY.

"Oh, I See Why we do what we do in our demonstrations."

He will want you to know all of the script with special efforts on the close and be instructing you on why everything works together and allows a very gentle close with no pressure.

Following your OICY training, you will be spending 6 hours remotely at a live event watching one of our reps perform and putting all the pieces together.



STEP 5

Script Coach and Trainer. (9 hours remote from your home plus study time)

Ross and Jenifer Monnett

The Monnett family are seasoned sales reps and managers with your company and reside in Idaho with their two beautiful children, Chessa and Phillip.

At this time, you should have your practice equipment consisting of the one quart covered unit that you will cook your waterless veggie medley in.

Your 7" sauté to learn to fry and flip an egg

Prices, brochures and order forms.

Our on line cooking classes show you how to boil eggs without water, bake a cake without an oven and pan fry the best steak you've ever had in less than 8 minutes. Start cooking ASAP and learn to love what you're selling through your business.

The best practice you could ever experience is doing mini demonstrations for your friends, neighbors and family. You need the practice, they want to see what you do in your new business, they can be your first customers and you can be earning income in your first week. Our private cooking class program is where our industry started 116 years ago and there are still hundreds of reps who simply tell and sell by performing in private dinner parties such as our former associate Zig Ziglar did for many years. We perform private cooking classes at churches, offices, homes, fire stations, VFWs and endless club houses. With our show program you're joining, we bring the audience to you, prepare the foods and perform 5 to 8 classes a day. The most popular tv network ever, is the Food Network. People love to watch cooking shows!

Jenifer will be conducting your monthly virtual "script perfection training" OICs and letting you prove your commitment to knowing the script before the company invests in booking your schedule. She's a natural teacher and has several years experience demonstrating and selling our products and continues performing and training at events in the northwestern United States. Her zoom classrooms consist of three mornings, and you're welcome to return to her classes any time during your career for refresher courses.

This is where we determine your progress and hope to have you live, in front of people, performing, selling and earning income immediately.





STEP 6

CORPORATE CONNECTION:

You will be receiving a pre-arranged call from each of the following while you're in training:

Pamela Ramer (20 minute call)

Accounting Manager

She will be arranging your payroll deposits and need your banking information.

Be nice to her; she pays you!

She is our Controller and will be sending you monthly stats and issuing your 1099 tax report at the end of the year.



Lesley Scott (30 minute call)

Your Internal Scheduling Director

After 18 years as a Scheduling director for your company, she's the best. She will need to know:

- If you want to schedule events close to home, or travel
- Areas you do and don't care to work
- Family birthdays, anniversaries and graduations
- Any physical limitations
- Vehicle you'll be transporting your equipment in.

Extra Bonus from Scheduling Department:

No one knows what's going on in your area better than you and as an added bonus, we want you to research your chosen work areas for events that may be compatible for your performances. If you find a show we don't have in our system, we book and pay for the show and you earn an additional 2% profit from the event! Find a strong show that produces \$30,000.00 in sales and earn an additional \$600.00 in income. Not bad for a few hours of Google search.

You will love Leslie, but be nice and don't be negative. The more positive you are and the better you produce, the better events she'll schedule for you.



Robin Temares (20 minute call)

Vice President

Robin is a 30 plus year leader in your company with many years in the field and on the front lines selling our amazing cookware and accessories. She will be monitoring your progress weekly and communicating and coaching you with many years of experience. Robin resides in Florida, but loves to travel and will be dropping in on your events regularly. She's fair, but firm and will expect the best from everyone. She's dedicated and committed to perfection and will expect

the same from you.

Robin also coordinates your exhibit being issued to you and making certain you have all the necessary tools to perform at your best and will zoom your first setup to assure perfection. She will also be communicating with your spouse and family and answering any questions they may have. We are a small family oriented company with big values and work together to assure success. Robin is the team leader of all the teams and the heart of your new business career. She has 7 grandchildren and loves to share pictures!

She will be coordinating your display and equipment delivery as soon as you have proven you are ready and know the program well enough to go live at a small event with another trainee or on your own. If we have a display within a few hour drive of your home base, we will ask you to go to one of our facilities for pick up. If not, we will arrange shipping your display to you. If you are dedicated and give 100%, our unified goal would be for you to be live and earning income within 2 weeks of launching your new career.

STEP 7

Team Leader and Field Trainers

Depending on your current geographical location, we hope to have one of our field trainers and team leaders in a close proximity that may be able to provide field training for you. This is not mandatory, but makes your progress much quicker.

This is where you would go to their event, arrive in the morning and do an audition demonstration before the event opens. If you prove to them that you have applied yourself and do know the program and script, they will then allow you to perform live at the first or last demo of the day and earn money. You would then be observing them, assisting with all procedures and closing sales. Our goal would be for you to produce \$10,000.00 in sales while training and earn a minimum of \$1500.00.

In addition, provided you prove your efforts and can do an entry level presentation, you will receive 1% of your trainer’s sales.

Example: they sell \$30,000.00, you earn \$300.00 to help you get started.

If trained virtually, your Coach, Brett Coleman, will be at your event virtually and instructing you remotely.

If trained in the field at an event, you will be with one of the following and assigned to a permanent team leader:



Tim Martin
13 Years Experience
East Coast



Mark Temares
40 Years Experience
Midwest



Tonya McPherson
6 Years Experience
Southwest



Greg Milton
Rookie of the
Year 2022
Northwest



**Ross & Jenifer
Monnett**
7 Years Experience
North Central



Jim Evans
5 Years Experience
Southeast



Steve DeVincenzi
12 Years Experience
Western US



Sam Levinson
10 Years Experience
Central US



**Ernesto and
Christyfaye Jimenez**
1 Year Experience
Central



Stuart Mayo
24 Years Experience
Southwest



**Jeremy Zito and
Maria Salazar**
1 Year Experience
Florida



Geoff Eggers
1 Year Experience
North Central

When can I earn an income?
In as little as 2 weeks from completing your on line and virtual training, if you are fully committed and discipline yourself to a full time effort to learn our system.
If you were just entering a college, you would invest hundreds of thousands of dollars, work diligently for 4 years, and all they guarantee is an interview. In this new career, you can be educated and producing income within 30 days. Ross and Jenifer, your script coaches, had their script for one week, applied themselves to diligent practice and were promoted with \$10,000 in sales at their first team training event. It's up to you!
You made the right choice ...

Your visionaries with a combined service of 88 years are:



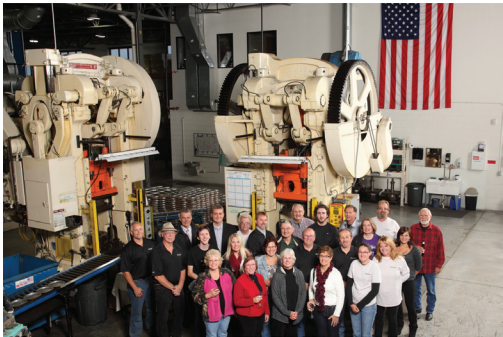
Bryan Hurley
(40 years of experience)
CEO Americraft Manufacturing



David Hurley
(53 years of experience)
President Kitchen Craft Cookware



Dave Mayer
(35 years in cookware manufacturing experience)



Your manufacturing team at your facility in West Bend, Wisconsin, have over 500 years of experience manufacturing the world's best cooking system.
In your first year, you will be able to qualify for a personal tour and actually make a piece of our cookware from start to finish.
Ken Griffey Jr., hall of fame baseball player, is one of our greatest fans and visited our facilities and made his own one quart utensil.
You've joined the right team ...
Let's go to work and play to win!



Our Annual Incentive Adventures are Amazing!



Our President's Club Incentive Adventures!



This year you can earn the Annual Conference and Awards and an amazing Iceland adventure. We believe in recognition and appreciation.

Enthusiastically,
Dave Hurley and team