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February 10, 2009

## UW student a cut above as knife salesman

*By Charles Menchaca  
Wausau Daily Herald*

MADISON -- When Jason Hall is not in class or playing guitar, he's thinking about knives.

Hall, who is from Rib Mountain, is an assistant manager for Cutco Cutlery and ranked No. 25 in earnings last fall out of nearly 40,000 Cutco sales representatives nationwide.

For the past three months, Hall has sold at least \$1,000 in products, and he earns an average of \$500 each week. He uses the income for living expenses and to pay for his housing near the University of Wisconsin-Madison campus, where he attends school.

Hall, 22, began work last school year as an independent contractor for Vector Marketing, the sales firm for Cutco Cutlery. Anything, he figured, would be better than holding down his part-time jobs as a cafeteria worker, a music instructor and a reseller on eBay. He works 10 to 30 hours weekly.

"It's really weird to say a job selling knives changed your life, but it has made things a lot easier," Hall said.

Hall's ranking went up 22 spots between summer and fall, said Stephanie Weiser, a specialist who works with academic programs at Vector Marketing. For each season, Hall received a \$250 award that recognizes his status as a top seller and full-time student.

Sales people do not go door to door, but arrange visits made through referrals from past customers, Weiser said. Products range from a single, \$30 knife to complete sets.

Hall said he didn't own a car when he started selling the knives. He eventually earned enough to buy a \$750 Ford Taurus, which he still uses to make his rounds.

"He puts himself and all of himself into what he is doing," said Kyle Heisler, 22, Hall's roommate.

Hall will graduate in December with degrees in English and music performance, but he does not plan to pursue a related career until he has earned more money.

"I have a lot of options," he said. "I'll think more about it as the time gets closer."

### Additional Facts

Want to sell knives?

Log on to [workforstudents.com](http://workforstudents.com) to sell Cutco Cutlery products.



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