

VECTOR MARKETING BEGINS PARTNERSHIP WITH NATION'S LEADING EXPERT IN SELLING TO WOMEN

Delia Passi, of WomenCertified® welcomed as keynote speaker at company's annual conference

Wilmington, DE – Vector Marketing, the direct sales division of Cutco Cutlery, the nation's largest manufacturer of high-end kitchen cutlery, has begun a partnership with Delia Passi, founder of WomenCertified® and author of the book, *Winning the Toughest Customer: The Essential Guide to Selling to Women*. Passi, the nation's leading expert in selling to women, served as the keynote speaker at Vector Marketing's recent Representative Development Conference in Phoenix, Arizona. Passi's involvement in the conference signals Vector's commitment to offering expert insight to its sales force about this vital demographic. The next step will be providing an opportunity for Vector Marketing representatives to become WomenCertified® and provide improved service for their customer base.

As the keynote speaker at the conference exclusively for Vector's top-selling representatives, Passi gave the audience an introduction to the certification program and supplied the representatives with tips that can be immediately applied to their customer presentations.

"In most cases, it's the woman who ultimately makes the decision regarding which Cutco products to buy, so it was only fitting that we bring in WomenCertified® and offer our representatives the opportunity to take their business to the next level," says Sarah Baker Andrus, Director of External Relations and Academic Programs for Vector.

The goal of WomenCertified® is to create women friendly companies and buying experiences based on research into women's preferences and standards of expectation. Statistics show that over 83% of all consumer purchases are made by women, making them the primary customer in almost every industry. Through training and certification, WomenCertified® is designed to teach sales and service professionals how to deliver improved customer service, communicate more effectively and create trusting customer relationships.

According to Passi, "Vector Marketing is part of a growing group who are raising the bar in providing the best customer service experience – not only to women but to every customer. Studies show that Americans are growing less satisfied with the relationships they have with the brands they use, and WomenCertified® is working to reverse that trend. It's a win-win opportunity for companies *and* consumers."

About WomenCertified®

WomenCertified® – the Seal women trust for better service – is a proven training and certification program rich with resources to help professionals across multiple industries increase sales among both men and women through more effective communication, appreciation and an enriched customer experience. For more information, please visit www.womencertified.com.

About Vector Marketing Corporation

Vector Marketing Corporation is the direct sales division of Cutco Cutlery Corporation, a 60 year old manufacturer and direct seller of high-end kitchen cutlery headquartered in Olean, NY. Cutco products are sold directly to consumers via in-home demonstrations. The company has an extensive leadership training and life skills development program in place to encourage its representatives to not only succeed with sales of its products but to equip them with the tools and lessons necessary to succeed in life. For more information, visit www.vectormarketing.com or call 877-888-0314.

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