

Ingredients

- Chicken Breast
- Rice
- Broccoli
- Cherry Tomatoes
- Bell Peppers
- Cucumbers
- Onions
- Garlic
- Parsley
- Olive Oil
- Seasoning
- Mayonnaise
- Cheese



PSE Pro-Am Sell-A-Thon *Student Case*

NATIONAL CONFERENCE SPRING 2026



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WELCOME AND CONGRATULATIONS.

Congratulations for accepting the challenge of competing in the PSE Pro-Am Sell-A-Thon sponsored by Vector Marketing, Carew International, Rite-Hite, and UPS. This handout and the web links referenced in it contain the information you will need to prepare for the 12 minute sales call.

WHAT DOES SUCCESS LOOK LIKE?

1. Advance toward the sale by identifying the customer's needs and securing an appropriate commitment
2. Demonstrate an understanding of the Carew sales process and the ability to plan for and execute an effective sales call

LIST OF ROLES:

You, First Year Sales Representative at Vector Marketing

Blake Collins, Director of Customer Experience at Peak Season Eats

Parker Warren, Chief Product Officer at Peak Season Eats

YOU AND YOUR ROLE

You are a first-year sales representative for Vector Marketing selling Cutco, the World's Finest Cutlery. While giving a Cutco presentation to a small business networking group, one of the attendees tells you about a premium meal-kit company they work closely with called Peak Season Eats (PSE). After the presentation, they offer to give you the name of someone on PSE's customer experience team.

Your research suggests the meal kits are involved and technique-driven, and they typically rely on customers having the right tools to succeed. You realize Cutco Cutlery could be a powerful addition to PSE's highest-tier subscription as a way to increase their perceived value and differentiation. You send a video call to their Director of Customer Experience, Blake Collins, mention the referral, and they agree to an introductory meeting. You will need to present a value-based solution that aligns with PSE's uncovered goals, while remaining professional and responsive to Blake's needs and concerns.

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THE CUSTOMER: PEAK SEASON EATS

Peak Season Eats (PSE) is headquartered in San Mateo, California, and is a premium provider of chef-crafted meal kits built around fresh, seasonal ingredients. Founded in 2016, the company has established itself as a leading brand in the premium meal-kit segment, known for high culinary standards, responsibly sourced ingredients, and a focus on helping customers create restaurant-quality meals at home. You see online that they have three subscriptions tiers each starting at \$70, \$100 and \$140 respectively per week for a household of two.

As an established growth-stage startup, PSE operates across the United States and serves roughly 60,000 active weekly subscribers through its direct-to-consumer platform. They partner with regional farms and specialty producers to ensure ingredients are always at their peak. The company employs approximately 1,000 people across its culinary, supply chain, fulfillment, and corporate teams, with customer experience and product groups playing a central role in its growth strategy. Annual revenue exceeds \$350 million.

YOUR BRAND: CUTCO

Established in 1949, Cutco is the largest and most recognizable manufacturer of kitchen cutlery in the United States and Canada. Cutco's product line includes kitchen knives and utensils, shears, flatware, cookware, and sporting knives. More than 600 employees work at Cutco's factory and headquarters in Olean, New York. Cutco products are sold through in-home or office sales demonstrations, local events, retail locations, and online.

Cutco offers the "Forever Guarantee" on all of its products. It is their unwavering promise that whether you purchased your product or it was given as a gift, it qualifies for a lifetime of sharpening to maintain its quality for generations. Their products can even be engraved to add a personal touch as a family heirloom, or represent your brand in a stunning way. Cutco remains committed to American manufacturing and quality craftsmanship that has earned a loyal owner base over more than seven decades.

Links: www.Cutco.com & www.Cutco.com/learn/



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THE PRODUCT: 4" VEGETABLE KNIFE



The 4" Vegetable Knife sells for **\$149** per knife. **\$10** per knife for engraving.
No discounts may be provided, bulk or other.

Features and Benefits

- An easy-to-handle knife for cutting smaller foods with an up and down motion
- Ultra-sharp, straight-edge blade designed with smooth slicing in mind
- Comfortable handle for less fatigue
- Comes in red, pearl and classic colors
- Highly engravable with brand

“After using Cutco’s 4” Vegetable Knife, chopping onions and prepping vegetables feels fast and precise instead of frustrating, making home cooking far more enjoyable.”

- Anonymous Customer Review



Detailed Product Information can be found here: <https://cutco.com/p/4-inch-vegetable-knife/4135CSH&view=product>



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QUICK FACTS

\$85

The average weekly cost of a meal kit subscription in 2025

40%

The average retention rate for meal kit customers after 3 months

10%

Of shoppers will not make a purchase based on a bad review

Quick facts may or may not be useful to your roleplay, and may or may not be applicable to real life.

NEXT STEPS

You must send in a video call requesting to meet with Blake to discuss the 4" Vegetable Knife. To do this, take a video with your phone or computer and upload it to YouTube as "unlisted." **The video call may be no longer than 90 seconds in length.** There is a reward for the best video call submission!

This video must be submitted via the Pi Sigma Epsilon Academy Pro-Am page that all competitors will be given access to leading up to the National Conferences. Do this by March 4th, 2026 at 11:59pm CT. You must give a compelling reason in this video for Blake to respond and confirm the meeting. You also must have the Carew training modules completed by this deadline **if** you did not complete them in the fall. Additional competition information will be communicated via email and on Instagram @PSEPROAM.

APPROPRIATE COMMITMENT

Your goal is to get Blake to sign a contract purchasing enough knives for their current top subscription tier subscribers. Blake may or may not have the ability to sign a contract with you in this initial meeting. It is your job to secure an appropriate commitment based on the decision making process for leaders at Peak Season Eats. You will only have 12 minutes to appropriately close in person with Blake.