



Call Script for the CT100 Commercial Toaster

The Opening

Hi Alex,

I'm [Jane Atkinson] from Advantage Kitchenware, maker of countertop appliances for commercial kitchens.

The reason for my call...

I noticed you visited our booth at the café equipment trade show last week, and took a brochure for our benchtop commercial toaster, the CT100.

Clients who've upgraded to it so far have told us two key benefits they've noticed. One, its stainless steel body, adjustable legs, and all-metal moving parts stand up much better to heavy use and knocks than toasters they've used before. And two, it's saving them about 33% in annual ownership costs.

Are these benefits that interest you?

If the prospect's response is "Yes..."

That's great to know.

I'm sure you have a few questions about it. Would you like me to schedule a private online demo of the product?

If prospect response is "I heard your toasters are really heavy ..."

I hear the same comments!

But there are a couple of ways its heavy-duty construction can boost kitchen productivity and save you money. Would you like me to walk you through them right now?

If prospect response is "We already have a toaster..."

I see. Have you wondered why many busy cafes are upgrading their current toasters to it?

[DISCUSSION – unscripted, where the salesperson build's the prospect's interest]



The Close (using the *If..., then* formula)

So as you might be aware, the CT100 can save you more than \$1,500 a year in wasted bread alone, and the strength of its all-metal structure means it lasts at least three years under a heavy workload. That's 50% longer than most competing models.

In fact, our clients who have used this service report that their busy cafés project savings more than \$1,900 this year, and have not lost time with breakdowns in their first six months since buying it.

Can you imagine how much better that looks for their bottom line?

If you could quickly learn how to put the CT100 to work in your commercial kitchen to boost productivity and slash waste, *then* would it make sense to get on a 15-minute Zoom call to find out how?

If the prospect's response is "Yes..."

Great, let's schedule that right now.

If the prospect's response is "Maybe some other time. My schedule is full at the moment."

I understand. Here's an idea. Let me email you a link to my scheduling app. That way, you can pick a time that's convenient to you. The app can book appointments up to 8 weeks ahead.