

Elevator Pitch:

The Advantage Kitchenware Toaster is a heavy-duty commercial conveyor toaster that toasts up to 500 slices every hour.

The push-button technology makes it quick and easy to prepare special orders without slowing down production or affecting the other slices on the conveyor, eliminating waste, and saving you money.

Feature & Benefit Copylines:

Feature: Precise and targeted toasting

Benefit: The Advantage Kitchenware Toaster features push-button technology, with the 3 settings your customers ask for: light, medium and dark. This means your staff can quickly prepare the toast exactly the way your customer wants it, without affecting the other slices or wasting any bread.

Feature: Heavy-Duty design

Benefit: The durable, heavy-duty design of the Advantage Kitchenware Toaster will give you peace of mind, knowing that your reliable equipment will handle your busiest breakfast shifts for the next three years, without needing extensive maintenance or costly repairs.

Responses to Objections:

Objection: "Your toaster is expensive. Other toasters are at least 20% cheaper."

Response: Yes, our toaster's initial price is higher than the others, but tests by PD Diamond & Associates show that our toaster lasts an average of 3 years without major maintenance. That's 1 ½ times the average life span of other toasters, so you'll actually save money with our product.

Objection: "Your competitor's toaster has a dial while yours has buttons. Isn't a dial more accurate simply because you can adjust it? You can't adjust a button."

Response: Yes, we have buttons instead of dials – and that's actually one of the favorite features of our customers. The buttons allow your staff to choose the precise setting for a customer's order without interrupting the conveyor or slowing down production.

Objection: “Whoa! Your toaster is heavy. Two people to lift it onto the counter? That’s insane. Why would I buy yours when your competitor’s toaster is so much lighter?”

Response: Yes, the Advantage Kitchenware Toaster is heavier, and that’s because we use only the most solid, high-quality parts to keep your toaster operating smoothly and safely for years. And because we don’t compromise on quality, the added stability of your equipment will keep it firmly in place.