

Call Script

Opener:

Hi, this is _____ with Advantage Kitchenware.

I'm calling because I know that your restaurant does a booming breakfast business. And if you're like other restaurants, your staff may be dealing with a hot, cumbersome, rickety toaster that slows them down during the breakfast rush.

But we have a commercial toaster that is built to withstand your busiest breakfast rushes longer than the other equipment on the market.

Does a durable, rugged toaster that is easy to operate and reduces heat in your kitchen seem like something you'd like to know more about?

If the prospect response is "Yes":

That's great. May I send you a link for a live, online demo so you can see the toaster in action and ask any questions you may have?

If the prospect response is "I don't have time this week":

I understand. I'll be happy to schedule a call at a better time for you.

Are you available next Tuesday at 2:00, or Wednesday at 10:00? If not, I have an app that can schedule a call at the most convenient time for you in the next 6 weeks.

Closing:

We've been providing commercial equipment for restaurants like yours longer than anyone in the business, and more than 82% of our customers are repeat customers. And they continue to use our products because of the easy-to-clean surfaces and long-lasting quality of our products.

If I can show you how the Advantage Kitchenware Toaster is saving money and reducing waste for restaurants like yours, would you be open to a live, online demo?