

Donna Batchelor
CLIENT NAME
Battlecard
September 20XX

Battlecard for Advantage Kitchenware Toaster

Advantage Kitchenware Commercial Appliances

Elevator Pitch Description

The Advantage Kitchenware Toaster is our star for commercial kitchens. It features what you'd expect in a world-class toaster: stainless steel design, high-volume toasting, and easy maintenance. But unlike other toasters, ours uses proprietary technology for precise and targeted toasting—this maintains kitchen productivity while reducing bread loss to near zero. It fits on most commercial kitchen countertops and is 25% cooler than most other toasters, making for a safer and more comfortable workplace. Imagine how convenient this toaster will be for the owner, employees, and customers alike.

Key Features and Benefits to Focus On

Feature: Precise and targeted toasting

Copy:

Imagine you want your staff to be able to toast each bagel and bread slice exactly the way your customers want, even amongst special orders. The Advantage Kitchenware Toaster's exclusive technology lets them to do just that with each individual slice – without affecting the orders on either side. This helps you maintain your kitchen's productivity while reducing bread waste to near zero.

Feature: Heavy-duty design

Copy:

Don't you hate it when your toaster starts falling apart on you? The Advantage Kitchenware Toaster is heavy-duty, inside and out. We don't compromise on parts like legs and the conveyor motor. In fact, independent testing proved our toaster will run properly an average of at least three years without needing to be replaced, a year longer than the competition. Imagine a 33% lower annual ownership cost—in addition to a smooth-running kitchen.

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Responses to Objections

Objection

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

[Objection type: A disadvantage compared to the competition.]

Response

Yes, our toaster costs a bit more initially. But professional testing shows that competing toasters break down in about two years, where ours proved to run properly for at least three years without needing to be replaced. What you'll find is our toaster will be cheaper over time, saving you 33% a year in ownership costs—and that's in addition to your savings from the two-year parts and labor warranty.

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."

[Objection type: Mountain out of a molehill.]

Response

Yes, our toaster has buttons rather than dials. However, our buttons use digital technology to control the toasting options, making the settings much more precise. There are only three buttons to choose from—light, medium, and dark—which makes it simpler for your staff to operate. With a dial, they're basically estimating and hoping. Also, the buttons are a smooth surface which is a lot easier to clean than toasters with dials. Would you agree?

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?"

[Objection type: A disadvantage compared to the competition.]

Response

It can seem heavy when the box first arrives, sure. What our clients tell us, though, is with two people it's pretty easy to unbox and position the toaster in its permanent home in the kitchen. And, the toaster isn't moved again, so the weight's not an issue after that. Isn't it more important to have a toaster that'll save you \$1,500 a year in bread waste?