

Donna Batchelor
CLIENT NAME
Call script
September 20XX

Call Script for Advantage Kitchenware Toaster

Hi, I'm Donna from Advantage Kitchenware – the manufacturer of commercial kitchen equipment.

The reason for my call...

You have a great reputation in town for the best place to have brunch. And I saw that you're up for the "Best Brunch Spot" award – congratulations!

A lot of our clients have been really pleased with how rugged and durable our toaster is. Some of them are also brunch spots like yours; others are different types but they have similar toasting needs to yours.

Would you like to hear how our toaster has helped other restaurants like yours?

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

It can seem heavy when the box first arrives, sure. What our clients tell us, though, is with two people it actually isn't too bad to get the toaster unboxed and positioned in its permanent home in the kitchen. And, they usually don't move it again so the weight isn't an issue after the first day.

I'm sure you have other questions about the toaster. Would you like to hear how it's saved our clients an average of \$1,500 a year in bread waste?

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

No problem, I understand. We know from professional testing that competing toasters break down in about two years. Depending on how long you've had yours, that could be a concern for you soon.

The good news is ours proved to run properly for at least three years without needing to be replaced. Would you like to hear how our toaster could save you 33% a year in ownership costs?