

CALL SCRIPT - OPENING SECTION

Advantage Kitchenware Toaster (Cold Outreach)

IDENTIFICATION

Hi, I'm [NAME] from Advantage Kitchenware. We manufacture commercial kitchen equipment for restaurants, hotels, and institutional kitchens.

SOLUTION (Reason for Call)

The reason for my call is that we've been getting great feedback from restaurant owners in [AREA] about our commercial toaster. Specifically, they tell us they were tired of replacing their toasters every two years because they kept breaking down. Our toaster is built differently—heavy-duty construction that lasts three years on average, which means 33% lower annual ownership costs.

INTEREST-BUILDING QUESTION

How often do you find yourself dealing with toaster issues during your breakfast service?

ANTICIPATED RESPONSES & CONVERSATION GATEWAYS

Positive Response: "Yeah, we've had problems..."

Gateway:

I thought so. Most busy kitchens do. Here's what makes our toaster different—while other manufacturers cut corners on components like the conveyor motor and legs, we don't. That's actually why ours is the heaviest toaster on the market. Would you like to hear more about how that translates into real savings for your kitchen?

Response: "I heard your toasters are really heavy."

Gateway:

You heard right! And that's actually a good thing. Here's why—that weight comes from components other manufacturers compromise on. Lighter toasters break down in about two years. Ours runs reliably for three. So yes, it takes two people to lift it onto your counter once. But then you don't have to worry about it breaking down during your busiest breakfast shift for three years. That weight is durability you can count on. Would you like to see exactly what I'm talking about in a quick demo?

Response: "We already have a toaster."

Gateway:

That's great. And I'm curious—how long have you had it? [WAIT FOR ANSWER] The reason I ask is that most commercial toasters start having problems around the two-year mark. If yours is getting close to that, you might want to see what's available now before it breaks down during a breakfast rush. Would it make sense to schedule a quick 15-minute demo so you know what your options are when replacement time comes?

Response: "Not interested right now" or "Don't have time this week"

Gateway:

I completely understand—you're running a business. Let me do this: I'll email you a one-page comparison showing how our toaster stacks up against the competition in terms of durability and total cost of ownership. That way you have it when you need it. Fair enough?

CLOSE SECTION

SUMMARY

So as we've discussed, after 69 years in business, we know how to build commercial kitchen equipment that lasts. While other manufacturers compromise on critical components like the conveyor motor and legs, we don't. That's why our toaster is the heaviest on the market—and why it runs reliably for three years versus two years for most competitors. That translates to 33% lower annual ownership costs and far fewer mornings dealing with a broken toaster during your busiest shift.

IF... THEN... QUESTION

If I could show you in a quick 15-minute demo exactly how our heavy-duty construction makes this toaster more reliable and cost-effective for your kitchen, then would scheduling a private online demo be a smart next step for you?

RESPONSES

Positive Response: "Yes, that sounds good."

Confirm:

Perfect! I have Thursday at 10am or Friday at 2pm available. Which works better for you?

[After they choose:]

Great, I've got you down for [DAY] at [TIME]. I'll send you the Zoom link and a calendar invite. During the demo, you'll see the toaster in action and you can ask any questions you have. Sound good?

Negative Response: "I don't have time this week" / "Not right now"

Modify:

I completely understand, [PROSPECT'S NAME]. Here's what I'll do—I'll email you a link to my scheduling calendar where you can pick any time that works for you, even if that's a few weeks out. The demo only takes 15 minutes, and what our

customers tell us they appreciate most is seeing exactly why this toaster won't break down on them for three years. Does that work?