

Battlecard For Advantage Kitchenware Toaster

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Elevator Pitch Description

The Advantage Kitchenware Toaster is a conveyor toaster for restaurants and other commercial facilities. Unlike other toasters, our toaster allows your kitchen staff to make customized toast precisely how your customers like it (light, medium, or dark) without affecting other slices toasted just before or after the personalized pieces! As a result, our toaster helps your staff be more productive, and create less waste from throwing away incorrectly toasted bread.

Conversational Copy – Key Features and Benefits

Feature: Precise and Targeted Toasting

Copy:

Don't you hate it when you get a particular order for "lightly toasted" or "very dark" toast? Then, you have to stop everything and change your toaster setting...just for one order! Chances are you'll waste bread by forgetting to change your toaster settings back to "medium." The Advantage Kitchenware Toaster allows you to make customized toast easily without slowing down production and losing profits from loads of wasted bread.

Feature: Heavy Duty Design

Copy:

Our toaster may be one of the heaviest in the market, but that means it will withstand the rigors of a busy kitchen operation better than other toasters. In fact, research shows that our toaster's heavy-duty design will run like a champ for

at least three years without requiring extensive maintenance or repairs. This is 50% longer than most other commercial toasters!

Conversational Responses To The Following Objections

1. **Objection:** “Your toaster is expensive. Other toasters are at least 20% cheaper.”
(Objection type – a disadvantage compared to the competition)

Response: Yes, our toasters do cost a bit more initially. But over time, your Advantage Kitchenware Toaster will actually *save you money* in three ways:

1. Because of our precise and targeted toasting, you can reduce bread loss (from incorrect toasting) to nearly zero.
2. Your cooking staff’s productivity will increase as they won’t have to waste time remaking their customer’s toast.
3. Due to our heavy-duty design, our toasters can be used (even in high-traffic restaurants) 50% longer than other brands before requiring extensive maintenance or repairs.

All of these features will save you money in the long run!

2. **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 – incorrect assumption)

Response: Yes, it seems like dials would be more adjustable and perhaps work better for custom toast orders. But dials are often imprecise when it comes to making toast. And with dial toasters, you may forget to change the setting back to “normal,” wasting bread in the process. With the proprietary technology built into our Advantage Kitchenware Toasters, the button settings allow you to make customizable, perfect toast every time...without slowing down your kitchen staff!

3. **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 – mountain out of a molehill)

Response: Yes, our toaster is heavy. In fact, it’s one of the heaviest on the market! But it’s heavy for a good reason. Our heavy-duty construction means Advantage Kitchenware builds their toasters to last a long time. As a result, you should be able to use our toasters – even in a busy kitchen – for up to 3 years without needing extensive maintenance or repairs, which is 50% longer than our competitor’s toasters. So what would you rather have in a restaurant toaster: lighter weight, or one that’s longer lasting?