RESTAURANTWARE + BALDOR

The Rep Playbook

Five minutes. One idea. One thing to do before Friday.

WEEK 01

Target the Right Customers & Prospects

01

Week 01 — Target the Right Customers & Prospects

Start with the operators who already care how it looks

Orientation named the segments. Here is how you spot them on your own route.

Hotels & resorts

Room service, banquets, in-room dining. It has to look as good as it tastes, and it travels down a hallway to get there.

Caterers

Cohesive presentation at any size. One look across 40 guests or 400 — that is a packaging problem, and it is yours to solve.

Golf & country clubs

Member dining, halfway houses, tournament days. Members notice everything and say so.

Casinos & wineries

Tasting rooms and high-touch guest moments where the vessel is part of the experience.

Event venues

Volume that still has to photograph well. Seasonal peaks you can plan around together.

Restaurants & more

Presentation-forward tabletop and takeout, for operators who care how it lands at the table or the door.

Add casinos, wineries and event venues to the list orientation gave you. Same instinct, bigger route.

Week 01 — Target the Right Customers & Prospects

Sort the list before you work it

Same effort, very different return. Spend Week 1 in column A.

A

Start here

Chef-driven. Higher check average. Real takeout, banquet or catering volume. Buys specialty from you most weeks.

WHAT TO LEAD WITH

Lead with presentation. A Lookbook, then samples of two pieces guests actually see.

B

Work second

Volume-driven and price-aware. Some off-premise business. Buys on routine more than on design.

WHAT TO LEAD WITH

One hero item and flat-rate freight. A clean reason to try a single line.

C

Mention, move on

Commodity buyer. No plating identity. Whoever is cheapest that month gets the order.

WHAT TO LEAD WITH

Tell them the catalog is live under Supplies and keep going.

Ten A-accounts beat fifty names on a list.

Week 01 — Target the Right Customers & Prospects

Ask three questions.

You already have the relationship. Use it to find the problem before you name a product.

1. **What are you sending food out in right now?**
2. **Who handles ordering that — and how often do they think about it?**
3. **What is the one thing about it that bugs you?**

The third question is the one that matters. Let them finish answering it before you say anything at all.

THEN SAY SOMETHING LIKE

"We put more than 6,000 Restaurantware items under Supplies on baldorfood.com. Same order, same delivery. Tell me what you're plating and I'll get samples out — they're free."

AND DO NOT

- Quote a price before you know what they are plating
- Hand over the whole catalog and hope they read it
- Guess at lead times on custom or special orders — check first

Week 01 — Target the Right Customers & Prospects

Before Friday

THIS WEEK'S ONE ACTION

Pick five A-accounts.

Ask the three questions.

Request samples for two.

Samples are the highest-probability thing you can do all week. Request them on the resource page or email service@restaurantware.com.

Never just check in. Bring something.

WORTH KNOWING

6,000+	Restaurantware items live under Supplies on baldorfood.com
$19.99	Flat-rate FedEx Ground, whatever the order size
98%	In-stock fulfillment, with usual 2-3 business day shipping to your customer
Free	Samples, sent direct to your customer. Excludes 1/1 items

Stock, orders and samples — service@restaurantware.com · 800-851-9273 Ride-alongs and video product calls — your Restaurantware RSM