

RESTAURANTWARE + BALDOR

The Rep Playbook

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

WEEK 02

Making a Dynamic In-Person Presentation

restaurantware.com/baldor

02

Week 02 — Making a Dynamic In-Person Presentation

Walk in with something in your hand

The visit is the presentation. What you bring decides how it goes.

1 Two samples. Not twenty.

Chosen for what they told you last time. A carton of options is a decision they will postpone.

2 A Lookbook, open to one page

The section that matches their business type. You are showing them a page, not handing them a catalog.

3 Your phone, ready

Every product page carries specs, sizes, colors and images you can send before you reach the parking lot.

4 One question you actually want answered

Know it before you walk in. The visit is worth more than the order it may or may not produce.

Empty-handed is a check-in. Check-ins are why reps get three minutes.

Week 02 — Making a Dynamic In-Person Presentation

The shape of a fifteen-minute visit

Most of it is not you talking.

1

First three minutes

What you noticed since last time. A new menu, a new format, a line out the door. Not the weather.

WHAT IT BUYS YOU

The other twelve minutes.

2

The middle eight

Put the sample in their hand and stop talking. Weight, finish and fit do work your description cannot.

WHAT IT BUYS YOU

A real reaction.

3

The last four

Close to a next step, not to an order. Samples, a video product call, a Lookbook built for their format.

WHAT IT BUYS YOU

A reason to return.

If they are holding it, you are winning. Let the silence sit.

Week 02 — Making a Dynamic In-Person Presentation

People eat with their eyes first

Say what the product does for their guest, not what it is made of.

1

"This is what your guest sees before they taste anything."

2

"Your food already earns this. The container should not undo it."

3

"What would you want this to look like coming out of a bag?"

Three sentences, not a script. Say one, then wait — they will tell you which one landed.

AND IF THEY ARE GENUINELY BUSY

"I have ninety seconds. Hold this, tell me what you think, and I'll leave it with you. I'll follow up Thursday."

AND DO NOT

- Present to whoever is nearest — find who decides
- Talk through the sample while they are holding it
- Leave without agreeing what happens next

Week 02 — Making a Dynamic In-Person Presentation

Before Friday

THIS WEEK'S ONE ACTION

Pick two A-accounts.

Walk in with two samples.

Leave with a next date.

Ask your Restaurantware RSM for a ride-along on the better of the two.
They plan the day with you and curated samples arrive ahead of the visit.

WORTH KNOWING

Free

Samples, sent direct to your customer. Excludes 1/1 items

19,000+

Products with specs and images you can send from your phone

Ride-along

Your RSM will join the day and bring curated samples ahead

Lookbooks

Sorted by business type, event and holiday

Not ordinary. Extraordinary.

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

Next week · New products & sampling strategies restaurantware.com/baldor