

RESTAURANTWARE + BALDOR

The Rep Playbook

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

WEEK 03

New Products & Sampling Strategies

restaurantware.com/baldor

03

Week 03 — New Products & Sampling Strategies

Samples are the highest-probability thing you can do

Free, direct to your customer, and far more persuasive than anything you can say.

1

Free, and they ship direct

Request on the resource page or email service@restaurantware.com. Excludes 1/1 items. Usual 2-3 business day shipping to your customer.

2

Two or three items, chosen

Pick against what they actually told you. A box of everything reads as a catalog and gets set aside.

3

Say what they are plating

The more context you send with the request, the better the selection that comes back.

4

There is always something new

Between 100 and 200 products launch every month. You will never run out of a reason to come back.

A sample in the kitchen outlives every email you will ever send.

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Three moments worth sampling into

Timing does more work than persuasion.

A new menu

Menus change and nobody rethinks the packaging that carries them. Ask what is launching, and when it starts.

A new format

First delivery program, first catering push, first grab-and-go case. Everything is unsettled and every choice is still open.

A season turning

Patio opening, holiday catering, tournament week. The calendar makes the call for you, so you do not have to invent one.

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The sample is the start, not the finish

Most reps request samples and then wait. The follow-up is where the order comes from.

- 1** Diary the call for the day after they land.
- 2** Call, do not email. You want the reaction, not a reply.
- 3** Ask what the chef said, not whether they liked it.

A sample nobody follows up on is a sample nobody remembers. The call is the point of sending it.

A FOLLOW-UP THAT WORKS

"Those should have hit yesterday. What did the kitchen think of the lid? If the size is close but not right, there are three others I can get to you."

AND DO NOT

- Wait for them to call you about the samples
- Send everything and let them narrow it down
- Ask whether they are ready to order

Week 03 — New Products & Sampling Strategies

Before Friday

THIS WEEK'S ONE ACTION

Request samples for three accounts.

Say what they are plating.

Diary the follow-up now.

Use the Product Samples form on the resource page, or email service@restaurantware.com with the account and what they serve.

WORTH KNOWING

Free Samples direct to your customer. Excludes 1/1 items

100-200 New products launched every month

2-3 days Usual business day shipping to your customer

1 call The day after they land. That is where the order comes from

Never just check in. Bring something.

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

Next week · Always follow up with a reason restaurantware.com/baldor