RESTAURANTWARE + BALDOR

The Rep Playbook

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

WEEK 04

Always Follow Up with a Reason

04

restaurantware.com/baldor

Week 04 — Always Follow Up with a Reason

Six reasons that beat "just checking in"

Every follow-up should carry something they did not have before you called.

A new product

Something launched in their category this month. Send the product page with one line on why it fits them.

A Lookbook page

Curated for their business type, event or holiday. Send the page, not the whole book.

A seasonal idea

Patio, holiday catering, tournament week. Bring it before they have started thinking about it.

A sample

Free and direct to their kitchen. The strongest reason on this list, by a distance.

A spec or certification

They asked a question three weeks ago. Answer it now and they will remember that you did.

What another operator did

The same problem, solved somewhere else. No names needed, and it is the easiest call to make.

Week 04 — Always Follow Up with a Reason

A thirty-day rhythm

Three touches, each one carrying something.

1

Day one

The visit or the call. Samples requested before you leave, and a next step you both agreed out loud.

WHAT IT DOES

Sets the clock.

2

Day four

Samples have landed. Call for the reaction while it is still fresh and the box is still on the desk.

WHAT IT DOES

Gets real feedback.

3

Day twenty

Something new, seasonal or curated for them. No ask attached to it at all.

WHAT IT DOES

Keeps you useful.

Three touches with something beats ten without.

Week 04 — Always Follow Up with a Reason

The difference is whether you brought something

Same call, same person, completely different reception.

1. **"Just following up on my last email."**
2. **"Wanted to see if you had any needs this week."**
3. **"Circling back on those samples."**

Read those three out loud. Every one of them is about you and what you need.

VERSUS

"Two compartment boxes launched this month in the size you were short on. I sent the page — if the 32oz looks right I'll get one out to you today."

AND DO NOT

- Follow up on your schedule instead of theirs
- Ask for an order when you have brought nothing
- Send the same message to fifteen accounts

Week 04 — Always Follow Up with a Reason

Before Friday

THIS WEEK'S ONE ACTION

Pick five quiet accounts.

Find one real reason each.

Send it this week.

New products land every month on the resource page, and Lookbooks sort by business type, event and holiday. Both are reasons sitting there unused.

Never just check in. Bring something.

WORTH KNOWING

3	Touches in thirty days, each carrying something
0	Of them should be "just checking in"
100-200	New products a month to draw from
Lookbooks	Sorted by business type, event and holiday

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