

RESTAURANTWARE + BALDOR

The Rep Playbook

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

WEEK 05

Sell the Value. Let the Products Be the Exclamation Point.

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05

Week 05 — Sell the Value. Let the Products Be the Exclamation Point.

Lead with what you fix, not what you carry

The catalog is the proof. It was never the opening.

- 1 Start with their problem**
Presentation that does not survive the trip. A takeout program that looks nothing like the dining room.
- 2 Name the outcome**
Higher perceived value. Fewer complaints. A brand that holds together from the pass to a guest's kitchen table.
- 3 Then show one product**
One. The right one. That is the exclamation point, and it only lands if the sentence came first.
- 4 Let them ask for more**
When they ask what else you have, you have won the conversation. That is when the Lookbook comes out.

Products are the answer. The problem has to be in the room first.

Week 05 — Sell the Value. Let the Products Be the Exclamation Point.

Three things an operator is actually buying

None of them are on the spec sheet.

Margin

Presentation raises perceived value. The same dish carries a higher price when it arrives looking considered.

Guest experience

People eat with their eyes first, and most photograph before they taste. What it arrives in is part of the meal.

Reputation

Theirs, and yours. Be the rep who brought the idea before anyone thought to ask for it.

Week 05 — Sell the Value. Let the Products Be the Exclamation Point.

Smart operators do not spend more. They make more.

That sentence is the whole argument. Everything else is support for it.

1

"What does this dish look like when it reaches the guest?"

2

"What are you charging for it, and what could you charge?"

3

"What would make you comfortable raising it?"

Three questions, then stop. Let them work it out loud — the answer is far better coming from them.

THE FRAME

"Nobody is asking you to spend more on packaging. I am asking whether the packaging is holding your price down."

AND DO NOT

- Open with a product before you know the problem
- Lead with the catalog and hope something lands
- Apologize for the price before they raise it

Week 05 — Sell the Value. Let the Products Be the Exclamation Point.

Before Friday

THIS WEEK'S ONE ACTION

Pick three A-accounts.

Write the problem in one line.

Bring one product for it.

If you cannot write their problem in a single line, you do not know it yet. Ask before you present anything.

WORTH KNOWING

1

Problem, named first, in their words

1

Product, chosen to answer it

19,000+

Products behind you for when they ask what else there is

Not ordinary. Extraordinary.

Lookbooks

For the moment they start asking

Stock, orders and samples — service@restaurantware.com · 800-851-9273

Ride-alongs and video product calls — your Restaurantware RSM

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WEEK 04

Always Follow Up with a Reason

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04

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.

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

Never just check in. Bring something.

Lookbooks

Sorted by business type, event and holiday

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