

RESTAURANTWARE + BALDOR

The Rep Playbook

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

WEEK 06

Price vs. Value — Don't Sell the Drill

restaurantware.com/baldor

06

Week 06 — Price vs. Value — Don't Sell the Drill

When they say it costs more

Price is rarely the real objection. It is just the fastest one to say.

1 Find out what it is measured against

A cheaper version of the same thing, or their whole packaging budget? Those are two different conversations.

2 Move the unit

Per case is a big number. Per cover, per order, per guest is a small one. Same maths, different decision.

3 Tie it to what it earns

A dollar of packaging that lets them hold a price, or raise one, is not a cost to them.

4 Then offer the test

Samples are free. Let one service period settle it instead of the two of you debating it.

Price objections end when the unit changes or the outcome gets named.

Week 06 — Price vs. Value — Don't Sell the Drill

Don't sell the drill

Nobody wants a quarter-inch bit. They want the hole.

1

The drill

Material, dimensions, case pack, SKU. All true, none of it persuasive standing on its own.

WHERE IT BELONGS

Facts they can look up.

2

The hole

Food that arrives looking the way it left the pass. A takeout order that earns a photograph.

WHERE IT BELONGS

The reason to buy.

3

The proof

The sample in their hand and the product page on your phone, in that order.

WHERE IT BELONGS

Bring it after, not before.

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Three answers worth having ready

Not rebuttals. Questions that move the conversation somewhere more useful.

1

"Compared to what you use now, or compared to nothing?"

2

"What does that come to per order for you?"

3

"If it held the plate together better, what is that worth?"

You are not defending a number. You are finding out which number they are actually comparing it to.

AND WHEN IT GENUINELY IS TOO MUCH

"Then this is not the right piece. Tell me the number and let me find one that works — there are usually three or four ways to solve it."

AND DO NOT

- Discount to close. That is not this partnership.
- Argue with the number instead of the frame
- Pretend a premium item is not a premium item

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Before Friday

THIS WEEK'S ONE ACTION

Take one stalled quote.

Rework it per order.

Offer a sample test.

If price is still the answer after all that, it was never price. Ask what else is in the way — usually someone else is.

WORTH KNOWING

Free

Samples settle arguments that talking does not

\$19.99

Flat-rate FedEx Ground, whatever the order size

2-3 days

Usual business day shipping to your customer

3-4

Ways to solve most problems. Ask for help finding them

They buy to make more, not to spend more.

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

Next week · Sustainability strategies that support their goals restaurantware.com/baldor