

SALES ENABLEMENT CERTIFICATION ASSIGNMENT

CLIENT BRIEF

Advantage Kitchenware manufacturers countertop appliances for commercial kitchens, such as those used in restaurants, hotels, and hospitals.

Their line of products include:

- Toasters
- Deep fryers
- Coffee makers
- Electric can openers
- Mixers

They sell exclusively business-to-business. And because their products are meant for commercial applications, all are purpose-made and heavy-duty. For example, the *Advantage Kitchenware Toaster* has a conveyor system that toasts up to 500 slices per hour! Ideal for restaurants with a busy breakfast shift.

Like most companies, *Advantage Kitchenware* has a marketing department that runs campaigns, manages social media, and attempts to generate good-quality leads for the sales department.

The sales department consists of seven hardworking salespeople who make calls and send emails, follow up on leads, get the conversation started with new prospects, and attempt to turn those prospects into new customers.

The company has been in operation since 1956 and has a stellar reputation. In fact, no other company in their industry has been in business longer. They are also a family-run business that prides itself on "old-fashioned" personalized customer service.

The company sells throughout North America. They may not be the biggest manufacturer in their niche, but they have loyal customers. Over 82% are repeat customers.

ABOUT THE PRODUCT

Advantage Kitchenware Toaster

Commercial conveyor toaster for restaurants, hospitals, banquet facilities, and other commercial kitchens.

Product features

- Fits on most kitchen countertop workspaces, with room to spare.
- Toasts up to 500 slices per hour.
- Precise and targeted toasting, allowing you to toast two slices exactly as ordered (light, medium, dark) without affecting other slices. No more wasted bread!
- No confusing dial to fiddle with. Instead, there are three buttons to choose the toasting option for each order: light, medium, and dark.
- Toasts thick slices and bagels.
- Stainless steel design on all food contact surfaces, making the unit easy to sanitize.
- The crumb tray and conveyor grills are easy to remove and clean, saving your staff time and mess.
- The heat reduction system makes the unit 25% cooler than most other toasters, even during maximum output operation. This makes for a more comfortable workspace for your kitchen staff and reduces the chances of burns.



Image: The Vollrath Commercial Toaster, used here for reference only. The toaster described in this assignment is entirely fictional.

- Adjustable legs keep it firm on the countertop.
- Heavy-duty design makes it one of the most durable toasters on the market. On average, you can expect three years of regular operation without needing extensive maintenance or repairs.
- 10-foot power cord gives you more options for placement. In addition, the cord retracts so it doesn't get in the way.
- Two-year parts and labor warranty.

Most important features and benefits

Precise and targeted toasting

When a customer wants their toast in a particular way — for example, "lightly toasted" — that's a difficult order in high-volume kitchens. Often, staff need to slow down the toaster and make the toast as a special order. That reduces productivity.

Many toasters have a dial to adjust the toast setting for an order, but that is often imprecise. What typically happens is other toast on the conveyor inadvertently gets toasted the same way and becomes waste. That loss can add up quickly. It's not unusual for a busy commercial kitchen to lose 100 slices a day — which translates to over \$1,500 per year.

The *Advantage Kitchenware Toaster* has a proprietary technology that allows staff to toast each slice exactly the way the customer wants. Slices next to a special order are unaffected. This helps to maintain kitchen productivity while reducing bread loss to almost zero.

Heavy-duty design

After 60 years in business, we know something about making commercial kitchen appliances that can handle the rigors of a busy kitchen operation.

The *Advantage Kitchenware Toaster* is heavy-duty inside and out. While other companies compromise on such components as legs and dials, we don't. That's why our toaster is the heaviest on the market. It takes two people to lift it onto the countertop, but it's built to last!

In fact, according to a review by *PD Diamond & Associates*, an appliance testing firm, our toaster will, on average, run properly for three years without requiring extensive maintenance or repairs. That's up to one year longer than most other competing brands.

ABOUT THE TARGET CUSTOMER

For the copy you'll be writing for *Advantage Kitchenware*, the target customer is the independent restaurant owner.

- Owns a mid-sized to large restaurant.
- Does a thriving breakfast and/or brunch business.
- To them, reputation is everything. Patrons expect food to be served quickly and in the way it was ordered.
- On a typical breakfast shift, they deal with a lot of special orders. (i.e., eggs done a certain way, toast done a certain way, etc.)
- Kitchen productivity is a huge concern to them. The more productive their kitchen staff is, the faster orders get to tables — and, ultimately, the more money they make.
- They're tired of rickety conveyor toasters that are hot, cumbersome, and prone to breakdowns.
- They're also frustrated with toasters that don't make the toast correctly (i.e., too light, too dark.)
- Keeping the staff happy and motivated is important to them.
- Of course, profits are also a concern.

ASSIGNMENT 1: Write a cold prospecting email that can be adapted by the sales team. Here are the particulars:

- *The Pain Point Problem:* Many toasters don't toast exactly the way the customer wants it. Staff are constantly having to fiddle with the dial to "guess" the right setting. Bread slices next to a special order are sometimes toasted the same way and, as a result, can't be served. So, they get thrown in the waste.
- *Solution:* Your client's toaster with its precise and targeted toasting feature.
- *Call-to-action:* Schedule a live online demo where you can see the toaster in action, ask questions, etc. This is a live demo, not a pre-recording video.

Subject line: Can a toaster save you bread?

Pre-header: You can serve perfect toast with every order

Hi [NAME],

I don't like to throw away money, do you?

But that's what happens every time you must throw away bread that wasn't toasted **exactly** to order.

You can produce perfect toast with our toaster's precise, **targeted toasting** feature that allows you to toast two slices exactly as ordered, **without affecting** the slices next to them! No more tossing toast in the trash!

Would you like to see this time- and money-saving toaster in action?

If so, let's schedule a live online demo for you, where I can answer any questions you may have. You can use [my Calendly link](#) to pick a day and time that's most convenient for you.

Till then,
Joe Salesperson
Advantage Kitchenware
XXX-XXX-XXXX

*"Strong email copy here that should work well for the sales team."
-Reviewer*

ASSIGNMENT 2: Write a battlecard that includes the following sections:

- A compelling elevator pitch-style description of the product.
- Conversational copy for two of the main features. (Approximately 100 words each.)
 1. Precise and targeted toasting.
 2. Heavy-duty design.
- Conversational responses to address the following prospect questions/objections.
 1. "Your toaster is expensive. Other toasters are at least 20% cheaper."
 2. "Your competitor's toaster has a dial while yours has buttons. Isn't a dial more accurate simply because you can adjust it? You can't adjust a button."
 3. "Whoa! Your toaster is heavy. Two people to lift it onto the counter? That's insane. Why would I buy yours when your competitor's toaster is so much lighter?"

ELEVATOR PITCH

Advantage Kitchenware saves you time and money by taking the guesswork out of producing perfect toast with our proprietary targeted toasting technology, available only in our heavy-duty compact countertop commercial conveyor toaster.

FEATURES AND BENEFITS BLURBS

*"From start to finish,
powerful copy."
-Reviewer*

Precise, targeted toasting

Our proprietary targeted toasting technology is so precise that it delivers bread perfectly toasted to order, without affecting adjacent slices. This means no more wasting time fussing with finicky dials; and no more wasting bread with trial-and-error toasting. You can serve custom toast orders quickly and confidently.

Heavy-duty design

You can save time and money, and be more productive, because our heavy-duty toaster will, on average, run properly for three years without requiring extensive maintenance or repairs, according to a review by appliance testing firm PD Diamond & Associates. That's up to one year longer than most other competing brands.

CLEARING OBJECTIVES

Your toaster is expensive. Other toasters are at least 20% cheaper.

Yes, our toaster is more expensive at the outset, but will save you money in the long run. Its heavy-duty construction has been tested and verified to be more durable than competing brands, giving you up to three years of proper performance without requiring extensive maintenance or repairs.

Your competitor's toaster has a dial while yours has buttons. Isn't a dial more accurate simply because you can adjust it? You can't adjust a button.

Yes, we have buttons instead of a dial. Our research and testing have shown dials to be imprecise, making it difficult to customize an order. What often happens is that other toast on the conveyor gets toasted the same way, becoming waste. That loss can add up quickly. A busy kitchen can lose over \$1,500 per year throwing away bread that wasn't precisely toasted to order. The proprietary precise targeted toasting technology of the Advantage Kitchenware Toaster helps you maintain productivity while reducing bread loss to almost zero.

Whoa! Your toaster is heavy. Two people to lift it onto the counter? That's insane. Why would I buy yours when your competitor's toaster is so much lighter?

Yes, our toaster is heavy! In fact, it's the heaviest toaster on the market! That's because we have built it to last. The 10-foot power cord gives you more options for placing it where you want it, then retracts so it's safely out of the way. Once in place on your countertop, the adjustable legs keep it firmly there. Most importantly, the heavy-duty stainless-steel construction means you can expect, on average, three years of regular operation without needing extensive maintenance or repairs. Our toaster is safe, durable, and dependable.

ASSIGNMENT 3: Write a call script that the sales team can use as a "track" when making prospecting calls.

- Assume this is a cold outreach to the prospect.
- Focus on the heavy-duty design feature of the product, emphasizing how rugged and durable it is. You can also touch on the stainless-steel components.
- Call-to-action: Schedule a live, online demo of the product.

Components required:

1. An "Opener" using the 5-step formula. (Include TWO conversation gateways. One for a positive response. Another for a "Don't have time this week" response.)
2. A "Close" using the "If ... then" technique.

OPENER

Identification:

*"Great job in creating a script that will help the salesperson move this sales conversation forward with their prospect."
-Reviewer*

Hi, I'm Steve Slaunwhite from Advantage Kitchenware, the original commercial countertop appliance maker.

Reason for call: The Solution:

I'm calling because I see you visited our website and requested more information on our heavy-duty stainless-steel toaster.

Our toaster is so durable that, on average, you can expect three years of regular operation without needing extensive maintenance or repairs.

Interest-building question:

Do you need a toaster for your busy kitchen that you can really depend on?

Positive response: "Yes"

Conversation gateway #1: Not only will this rugged toaster outlast the competition, but it's easy to position and the adjustable legs keep it firm on your countertop. Would you like to see it in action?

Negative response: "Don't have time this week"

Conversation gateway #2: I understand, you have a busy kitchen to run. May I tell you about a couple of features designed to keep your staff safe and productive, even during the breakfast rush?

CLOSE

"If...then" question: If reducing waste, saving time, and increasing staff safety are goals for your busy kitchen, then would spending 10 minutes watching a live, online demo of our toaster be of value to you?

If positive response:

Confirm: Great, let's pick a day and time most convenient for you.

If negative response:

Modify: Perhaps this would help — I can email you a link to our online scheduling app, and you can pick a day and time that works best for you. You can schedule demos up to 8 weeks in advance. May I send you that link now?

ASSIGNMENT 4: Write text for a sales deck that communicates the *Before, Bridge, After*.

- Focus on the precise and targeted toasting feature of the product.
- Create 5-7 slides to tell the story.

Where appropriate, suggest ideas for images. (However, you do not need to supply the images.)

NOTE: This slide deck is built around 4 roadblocks/consequences/features-benefits/results organized in bullet points. It could easily be customized to using any number of them.

“Excellent job!”
-Reviewer

Slide 1 — Before — Challenge

Custom toast orders slow the pace of breakfast in a busy kitchen.

(Image suggestion: road sign “Slow”)



Slide 2 — Before — Roadblocks

What causes a “toasting traffic jam”?

- Toaster speed
- Fiddling with a dial setting
- Imprecise dial settings resulting in toast not-to-order
- Time needed to toast the order again

(Image suggestion: traffic jam or pile-up)



Slide 3 — Before — Consequences

What does that mean for you?

- Production comes to a standstill
- Kitchen staff is frustrated
- Customers are unhappy
- Time and bread (and money!) are wasted

(Image suggestion: stop sign)



Slide 4 — Bridge — Features

The heavy-duty Advantage Kitchenware toaster uses proprietary precise and targeted toasting technology which solves that problem for you.

- Can easily toast up to 500 slices per hour
- Push buttons make selecting setting quick and easy
- Precise settings take the guesswork out of producing perfect toast
- Targeted toasting means the slices around each order are unaffected

(Image suggestion: Policeman waving traffic along)



Slide 5 — After

As a result,

- Keep your busy kitchen operating smoothly
- Confident kitchen staff enjoy taking custom toast orders
- Satisfy your customers
- Save time and bread (and money!) 😊

(Image suggestion: Dog with head out of car window, obviously enjoying the ride)

