

Battlecard for Advantage Kitchenware Toaster

ELEVATOR PITCH:

The Advantage Kitchenware Toaster is our premium toaster for restaurant kitchens. It has more features than you would expect to find in other toaster brands: Such as proprietary technology that allows staff to toast each slice exactly as ordered. This will prevent a lot of wasted bread and unhappy customers. Our toaster is also heavy-duty because it's built to last. It will run properly for three years without requiring extensive maintenance or repairs. That's up to one year longer than most competing brands. This will save you one full year of out-of-pocket maintenance costs. That thousands of dollars in savings. Isn't that a great benefit for your bottom line?

Key Selling Features & Benefits

Feature: Precise and targeted toasting (100 words)

Copy Line:

With our proprietary technology you can fulfill any specialty order with confidence. With only three buttons to choose from: light, medium, or dark you greatly minimize mistakes and wasted bread. There is no guess work, so you save time and money.

Imagine that your customer wants her toast light, and her companion wants medium. They can both get what they want at nearly the same time. With just a press of the button, you control how the slices turn out. Because of this preciseness you'll save thousands of dollars on wasted bread. And your customers will be very satisfied too.

Feature : Heavy Duty Design (100 words)

Copy Line:

The Advantage Kitchenware Toaster is completely heavy duty. Other companies are fine compromising on legs and dials but won't do that. That's why this toaster is the most durable on the market. It takes two people to lift it onto the countertop, because it is built to last!

Before The Advantage Kitchenware Toaster was invented, most kitchens had very flimsy toasters. You could easily knock them off the counter onto the floor in a bustling kitchen. But with this toaster, you no longer have to worry about how you handle it. It's heavy duty and sturdy for a busy kitchen.

Responses to Objections:

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

Yes, our toaster is a bit more expensive. However, you save thousands of dollars every year because of our proprietary technology. It takes the guess work out of making toast exactly as your customer ordered it. When you waste less toast, you save a lot more money. Which means that you are paying less money over the life of your toaster. Isn't that overall savings worth considering?

“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, our competitor uses a dial. But studies have shown that our proprietary technology is 95% more accurate than a dial. Our toaster knows what light, dark, and medium should look like. It takes the guess work out of fidgeting with a dial. Therefore, you get perfect toast every time. You save thousands of dollars from bread you didn't have to waste. And happy consumers who will return with more friends. I'm sure that you'd agree that this technology will increase your bottom line.

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

Yes, our toaster is heavy. It's more durable than any of our competitors. In fact, according to a review by PD Diamond & Associates, an appliance testing firm, our toaster will run properly for three years without requiring extensive maintenance or repairs. That's up to one year longer than most other competing brands. That's a great savings benefit worth considering, wouldn't you agree?