



## OPENER

### 5-step formula

Hi – This is Jenny Johnson from Advantage Kitchenware – we have a 60-yr history of making durable kitchen appliances for the restaurant industry.

The reason for my call...

Many of our clients tell us our heavy-duty toaster lasts longer than the competition preventing expensive repairs and ongoing maintenance, saving money over time.

Would you like to learn how you can save money too? Yes...

That's great, I bet you have a question or two, is now a good time to chat? No, I need to jump on another call. I appreciate that - everybody is so busy these days...



Before we go, our clients love our durable toaster, wouldn't you like to see first-hand how our toaster cranks out 500 slices of perfection per hour, eliminating waste?

No - Yes -

Great, I will send you my calendar link right away so we can set- up a 20-min ZOOM live demo.

CLOSE As you may know, Advantage Kitchen makes a toaster that can save you money over time.

In fact, many of our clients say our toasters are built to last and run better for years longer than our competition. No line breakdowns. Precise special-order toasting. No costly repairs.

Can you imagine owning a durable heavy-duty toaster that cranks out 500 slices of toast per hour, including special orders, avoiding costly repairs, benefiting your bottom-line?

If you can see firsthand how our durable toasters crank out accurate and precise toast every time, reducing waste, and saving up to \$1500 per year, then would a 20-min ZOOM demo with product development be a smart next step for you?

Yes...

Great - let's schedule this now - just click on the schedule link I just posted in our Zoom chat. Wednesday at 3pm looks open, does this work?

Not sure, maybe another time...