

Sales Enablement Copy

Product: Commercial Toaster

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## **2. Battlecard.**

### **Elevator Pitch Description:**

The Advantage Kitchenware Toaster's proprietary technology allows your kitchen staff to toast each slice exactly the way your customer wants without affecting slices next to it. You'll be able to increase your kitchen productivity, saving you money and increasing customer satisfaction.

### **Key Features and Benefits:**

#### **1. Precise and targeted toasting.**

The Advantage Kitchenware Toaster's proprietary technology allows your kitchen staff to toast each order as your customer wants it without affecting the slices next to it. Filling difficult orders, such as "lightly toasted" will no longer require your staff to slow down production. You maintain kitchen productivity and reduce bread waste.

#### **2. Heavy-duty design.**

Are you tired of conveyor toasters that break down every time someone bumps into them? We built the Advantage Kitchenware Toaster durable enough to handle the rigors of a busy kitchen operation. On average, our toaster will not need extensive maintenance or repairs for three years of regular operation.

### **Object-clearing copy lines.**

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

Yes, you're right. Our toaster is more expensive than many others.

However, our proprietary technology helps cut food waste and the heavy-duty design cuts your maintenance costs.

You'll save a lot more than that 20% with the increased kitchen production and savings you'll get over time.

**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."**

That's right, our toaster comes with buttons instead of a dial.

The buttons make it easy for your kitchen staff to quickly set the toasting level exactly as the customer orders.

This results in an increase in kitchen production and a decrease in bread waste.

**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?"**

True. Our toaster is the heaviest on the market.

We don't compromise on components such as legs and conveyor motor like other companies. We build it to last.

An appliance testing firm's review shows our toaster outlasts the competition by one year on average, saving you a lot of money.