

Subject line: **Industrial Kitchens Need a Reliable Refrigerator**

Dear Restaurant Owner,

**The Restaurateur Conference & Trade Show
October 5 & 6 - Syracuse War Memorial.**

Chill-o-Matic, Inc. extends an invitation with 4 complementary tickets.

**Durability, Efficiency, and Reliability - Hallmarks of our Industry
We're bringing out our newest cooler.**

LBR Cooler

Small and large-sized industrial kitchens limited on space, don't need unreliable equipment. **Chill-o-Matic, Inc. LBR Cooler** answers your problem. Energy efficient models are light weight and adaptable for long days, with room for large trays and dishes of food. **The Chill-o-Matic, Inc. LBR Cooler** has glass doors with a special coating, resisting condensation, easily viewing lighted shelves.

**Chill-o-Matic, Inc. LBR Cooler, or "Light, Bright, and Reliable,"
is a light-weight Cooler on Rollers.**

***LR Brown and Associates, a marketing research firm,
determined LBR is 28.2% less expensive.***

The Cooler's compressor is lighter, making the weight easy for two people to move.
Kitchen small in space? **Roll this Cooler out of your way!**

**During this Trade Show, we are offering 50 - \$1000 Discount Coupons,
good for Six Months. Register for Your Coupon at**

www.ChillOMatic.com

Pick up your coupon at the booth.

**From Chill-o-Matic, Inc.,
We'll See You at the Show!**

Persona for restaurant staffing and equipment purchases.

Charles is the owner and purchases all the equipment for his restaurant. He is late middle-aged, about 52, with a four-year college degree in merchandising and restaurant management. Charles is also an experienced electrician from his previous career work. Charles has worked at his position in this restaurant for eight years.

Charles has 24 staff kitchen chefs, cooks, and preparation workers, and 17 bar and wait staff. Charles's purchases must focus on nutrition and freshness. Charles needs three restaurant quality large -sized refrigerators and one restaurant quality large -sized freezer.

Charles needs information regarding the large -sized refrigerators and freezer. Charles has received some information from other companies, and will continue evaluating other companies until he finds one company that can deliver both refrigerator and freezer. Charles has done some online evaluations of these large sized freezers and refrigerators. Charles has a good idea of what it is he is looking for and the prices that they should be. Today, Charles received an invitation to a trade show in his area.

My responsibility will be:

1. Present technical information, statistics, and benefits on (Chill-o-Matic) large sized refrigerators
2. Present technical information, statistics, and benefits on (Chill-o-Matic) large-sized freezers
3. Present pricing information for both refrigerators and freezers
4. Present payment plan and/or special pricing for multiple purchases
5. Present features and benefits of both freezers and refrigerators

Charles must consider his choices and decisions within two weeks before the trade show. If decided to purchase this company's products, Charles must make sure that the refrigerators and freezer can be delivered and installed by the end of this month. From the research Charles has done, he believes he will be able to purchase a refrigerator for \$2400 each. And from the same research, freezers are approximately \$2200 each. Charles believes that all four pieces can be installed for \$1000. Charles is glad to see the \$1000 off coupon available to assist in pricing.

Charles hopes to be able to negotiate a price of:

1. Three refrigerators for a total price of \$6000. 2. One freezer for a total price of \$2000. 3. All four pieces for a total price of \$8000. All four pieces are to be installed and ready to be in service by the end of this month. Total delivery and installation of four products should not exceed \$1000.
2. He is hoping he can use the coupon in triplicate for the pricing of the three refrigerators.



3. (ie: \$3000 of three refrigerators)