

Opening of The Call

Hi, I'm Heidi from Advantage Kitchenware – we provide commercial-grade countertop kitchen appliances.

I'm calling because you have one of the most popular brunch spots in the Raleigh area. Many of our clients with similar thriving businesses say that the Advantage Kitchenware Toaster is reliable, eliminating toaster breakdowns that cost them time and money.

Would you like to hear more about how restaurant owners like you are increasing productivity and profits with our toaster?

If prospect response is, "I heard your toasters are really heavy."

That's true! It takes two people to lift it onto the countertop, but that's because it's built to last. With 60 years of experience, we know how durable commercial kitchen appliances need to be, and we use the highest quality components to ensure you get a dependable workhorse. Would you like to hear which hassle-saving features our customers like best?

If prospect response is, "We already have a toaster."

I understand you already have a toaster and might not be looking for a new one. Most other brands typically operate for two years before breaking down. Would you like to hear how investing in our toaster might save you more money in the long run?

Note: Advantage Kitchenware is a fictional company, and this sample was created as part of my certification.