

## **Elevator Pitch Description**

The new Advantage Kitchenware Toaster is designed with busy commercial kitchens in mind. Like other toasters, it seamlessly fits into your workspace, is easy to clean, and can handle everything from regular toast to bagels. But it also stands out where others fall short. The Advantage Kitchenware Toaster ensures each slice matches your customer's preference without impacting the next order – no more wasted bread! Imagine the time and money you'll save with this dependable workhorse in your kitchen.

## **Key Features and Benefits**

### Feature: Precise and targeted toasting

Copy

Isn't it frustrating when you get three different toast orders in a row? It slows down your kitchen, and that lost productivity can affect your bottom line. The proprietary technology of the Advantage Kitchenware Toaster means each slice is perfectly toasted to the customer's preference without affecting the timing of your next order. By simply selecting a "light," "medium," or "dark" button, you keep your efficiency high, your customers happy, and your costs down.

### Feature: Heavy-duty design

Copy

Here's an advantage you won't find anywhere else: our toaster's heavy-duty design means it will run properly for at least three years, a full year longer than competing brands. That means a 33% lower annual cost of ownership. Plus, with our two-year parts and labor warranty, you're not just saving money—you're gaining peace of mind. It's a win-win.

## **Responses to Objections**

### Objection

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

### Response

It's true that our toaster is more expensive than other brands, and there is a larger upfront cost. But, based on a review by an appliance testing firm, it lasts a full year longer than competing models. A lower annual ownership cost combined with our warranty means you still come out ahead financially.

### Response

You're right. Other toasters cost less, but they don't have the unique benefits that ours does. Our proprietary technology saves time because you can toast each slice exactly as

ordered without affecting the next one. Our heavy-duty design is safer because it can't accidentally get dislodged when your kitchen is at its busiest. It's also 25% cooler, which means everyone enjoys a more comfortable workspace.

#### Objection

"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."

#### Response

Our toaster is the only one on the market with a button, that's true. That's because we are ahead of the competition. Toasters that have a dial can be imprecise and result in incorrect orders—you might waste up to 100 slices of bread a day! That costs you money. Our model toasts special orders perfectly without affecting the next slice. Doesn't saving about \$1,500 a year sound good?

#### Response

I understand that a toaster with a dial is what is most familiar, but dials can also be confusing. Our toaster eliminates the guesswork. Staff have three choices when selecting the toasting option for each order: light, medium, and dark. Even better? Switching between those options won't slow down your kitchen. Isn't more productivity worth using a button over a dial?

#### Objection

"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?"

#### Response

It's true that our toaster is heavier, but that's because we refuse to compromise on quality. We've been in business for 60 years and know how to make appliances that can withstand anything a busy kitchen like yours can throw at it. It might take two people to lift it, but that also means our toaster isn't going anywhere. Adjustable legs keep it in place, which lowers the risk of accidents.

#### Response

Our toaster is heavier than competing options, but that's because it's designed to ensure the safety and comfort of your staff. Even during your busiest shift, our toaster is 25% cooler than most others. We think it's important to have a comfortable workspace and reduce the possibility that someone might get burned. Don't you agree?

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