

Sales Sequence Outline

Day 1 - Cold Email. Talk about [POS and/or Operations problems] especially. CTA: Take a survey about POS systems, and see if they are considering changing.

-LinkedIn Request.

Day 3 - Follow up email. IF They respond and they are interested in changing THEN offer the POS comparison Download Tool (<https://pos.toasttab.com/resources/pos-comparison-tool>)

Day 5 - Email: Offer General Blog Articles e.g.:

- <https://pos.toasttab.com/blog/restaurant-merchandise-guide>
- <https://pos.toasttab.com/blog/on-the-line/navigating-rising-costs>
- <https://pos.toasttab.com/blog/on-the-line/small-business-trends>

Day 8 - Email: Video Demo

Day 11- Email: Testimonials from Third Party e.g.:

- <https://financesonline.com/20-best-pos-systems-for-restaurants-comparison-of-solutions/>
- https://www.g2.com/reports/grid-report-for-restaurant-pos-winter-2022?featured=toast&secure%5Bgated_consumer%5D=4a7d77ca-2edd-4165-ae9b-2ce1d9457ee3&secure%5Btoken%5D=5c57bae2d8bfd551841977d6167f98c7997c75a9b10320c376986d3aecac382e&utm_campaign=gate-813534
- <https://www.nerdwallet.com/p/best/small-business/restaurant-pos-systems>

Day 15 - Email: Video Testimony

Day 17 - Call: Leave Voicemail

- LinkedIn interaction.

Day 21 - Email: Send a video demo. CTA: Request a meeting. (If no response after a few days, one last email to see if they still want emails.)

Totals:

- Emails: 7 (8 for the no response)
- LinkedIn: 2
- Calls: 1

Sales Sequence Drafts

Email 1: First Outreach

Subject: Is Your POS the Best One for Your Restaurant?

Greetings {{First Name}},

I hope you're doing well at work and with life in general. Running a restaurant is no easy task. It's a massive commitment as you handle inventory, balance budgets, and maintain and improve great guest service – we at Toast have been there before!

My name is Seankeith Chan, and I am a Sales Development Representative at Toast, Inc. I would like to understand how your team operates with your current POS system. Then, we can see how Toast can add value– whether it's with different hardware options for saving time on putting in orders or providing integrations for an all in one experience.

I would love to connect with you to discuss how Toast POS can help you. Let me know if you can.

Best,
Seankeith Chan

P.S.: I understand you can be quite busy and every moment you have is valuable. If you are still interested but aren't ready just yet for a call, feel free to fill out the Survey Below.

{{Survey for Current POS goes here.}}

- What is your current POS?
- How satisfied are you with your POS?
- What do you like best about it?
- What do you want to change about it?
- Have you heard of Toast before this survey?
- What would make you want to switch your POS?
- Would you like to learn more about Toast?

Email 2: Follow Up + Downloadable Comparison Tool

Subject: {{First Name}}, Want to know more about how Toast can help you?

Greetings {{First Name}},

Have you had the chance to think about POS system choices? I know you are busy, but I wanted to make sure you saw the email and considered looking into Toast.

Here's the Survey Link again to help you think about your current POS.

{{Survey for Current POS goes here.}}

We also included a helpful POS comparison tool that you can fill out in the link below.

<https://pos.toasttab.com/resources/pos-comparison-tool>

Let me know if any questions come to mind. I'll be more than happy to answer.

Best,
Seankeith Chan

Email 3: Helpful Blogs from Toast

Subject: {{First Name}}, Here's Free Advice for Restaurant Operations

Hey there {{First Name}},
It's Seankeith from Toast again.

You and I know there are a lot of working parts that go into keeping a restaurant. That's why we also write blogs to help restaurants grow and adapt to the new times.

Below, I listed a few blog posts for just that:

- <https://pos.toasttab.com/blog/restaurant-merchandise-guide>
- <https://pos.toasttab.com/blog/on-the-line/navigating-rising-costs>
- <https://pos.toasttab.com/blog/on-the-line/small-business-trends>

Hopefully you'll find these posts helpful. Feel free to explore our blog if you would like some more insight.

Best,
Seankeith Chan

Email 4: Video Demo— One Feature

Subject: POS Menus are Easy with Toast

Hello {{First Name}}.

One of the best things Toast is known for is how intuitive our system is. This is something that's easier to show or try for yourself than it is to explain, so I've included a demo on creating menu items.

<https://play.vidyard.com/M3Sd853zUiYfCEkLNjv8Fv>

This is just the start of making the digital menu. You can add modifiers and customize pricing according to different criteria as well.

Would you like to see more of Toast in action? Schedule a 30-minute demo with me here, and we'll go over any feature you're curious about.

Best,
Seankeith Chan

Email 5: Toast Rankings

Subject: Toast Ranked #1 Restaurant POS!

Toast is making its mark as one of the best POS systems on the market. Check out how we stack on Finances Online's Top Restaurant POS System Ranking!

<https://financesonline.com/20-best-pos-systems-for-restaurants-comparison-of-solutions/>

Not to mention on G2, this is where we're at on the grid:

[G2 Grid Report for Restaurant POS Winter 2022](#)

We have had a winning formula in the POS we provide so far. We intended to keep it going.

If you're interested, feel free to reach out and we'll tell you what makes Toast special.

Best,
Seankeith Chan

Email 6: Video Testimony

Subject: Toast's Impact on Restaurants In Action

Hi {{First Name}}

I could talk about the impact that Toast has made on restaurants like yours. But it's better to let these restaurants and their teams speak for themselves.

Listen to Sepia and Proxi's Managing Partner Emmanuel Nony and Executive Chef Andrew Zimmerman:

<https://share.vidyard.com/watch/eKhYgHcDb3qVykmhH9B92v?>

Toast provided a seamless transition, yet has a powerful KDS that makes expediting orders more organized.

See the impact we made with Sepia and Proxi's teams? Want to find out more how Toast can help *you* specifically? Then let's book a meeting here.

Best,
Seankeith Chan

Email 7: Video Demo and CTA: Meeting

Subject: Mobile Order and Pay: Save Time for Guests and Your Team

Greetings {{First name}},

I figured you might want to check this feature out. Toast has a Mobile Order & Pay add-on which will help make ordering for your guests easier and save time for your team.

Check out the quick video below!

<https://share.vidyard.com/watch/3Pe9YAnVooujRT7b8mknud?>

Remember that Toast's core system is intuitive and full of potential. You can power your restaurant even more with add-ons that we develop over time.

Ready to explore your potential with Toast? Book a meeting [here](#), and we'll find the plan that's right for you.

Best,
Seankeith Chan

Email 8: Close for No Response

Subject: {{First name}}, is it time to say goodbye?

Hi {{First name}},

I know that you're busy, and that this might not be the best time to keep up this conversation. However, I wanted to reach out to you one last time.

Let me know if you are interested in scheduling a demo or getting started with Toast. Otherwise, I'll be closing your file.

Nevertheless, should you want to use our services in the future, feel free to reach out. We'll be here.

Wishing you the best,
Seankeith Chan

Brainstorm

21 Day Sales Outreach Sequence.

Goal: Give confidence for gaining a high rate of conversions.

- Aim for 7-10 Touch Points
- Layer in and mix up the tactics. (Some are multi-part emails, some standalone, etc. You can use other channels too)
- Write up a timeline with each touch point.

Let's Brainstorm:

- Who am I writing for?
 - New businesses
 - Growing businesses
 - Established businesses that want a change
- What are some challenges on *my* part?
 - Existing POS systems
 - Concerns about Toast pricing, options, etc.
 - How to tailor to each space
- Which of those templates sound like they work?
 - Modified Reinvigorate (switching over)
 - Modified Upselling/Cross-selling?
 - Fragments of Cold-Selling (We don't know what POS systems they use)
- The restaurant industry is kind of an oddball, so I would say "tier 2" (call heavy, for good fits that might not be perfect) until otherwise proven. Of course, we can start on "tier 3" (primarily automated due to uncertainty) before going up.

Have any ideas on subject matters?

- Surveys
- How to make the most of a POS
- The Options you get with Toast
- Testimonies