

When you first approach a Restaurant Owner/Decision Maker, the goal is simply to get the appointment. You want their undivided attention for at least 15 minutes. If they are constantly being interrupted during the presentation with the day to day of their business, they will miss important aspects of our value proposition.

Sometimes the Restaurant Owner/Decision Maker will have time to sit down on the spot so you need to be prepared for that, but the goal is the appointment.

Below you will find a handful of approaches. There is no perfect pitch and please do not try to remember any of these verbatim. They are just guidelines. Make it your own. You don't want to sound canned. You want it to be conversational.

After you're comfortable with the vernacular, write your own script out the way "You" speak so that it's natural.

Who you/we are.

How you/we can help them. (A snapshot of our value proposition)

Ask for the appointment

Come from a place of service. You are there to help them and be sure that comes across in a genuine way. You aren't there to sell, you are there to serve.

You are literally adding \$1,000's of dollars each year to their bottom line. You are bringing them missed opportunities for deliveries and lowering their costs significantly. You are providing solutions that they need. Remember, you've got the carrot. You hold the value. Make sure they know that and then "Deliver" it to them.

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Hi, my name is \_\_\_\_\_ with ZenDelivery. The reason I stopped by today is because you guys are overpaying on your food deliveries by about 70 percent, and I'm here to fix that for you. I provide a free service to Restaurants that significantly lowers delivery fees, brings you missed delivery opportunities and puts potentially thousands or even 10's of thousands of dollars back into your pocket each year. And you don't even need to write me a check.

Now I know you are super busy and you weren't expecting me today, so I just wanted to stop in and see if we could schedule a good time to chat. I just need about 15 minutes of your undivided attention and you'll be very impressed. When would be a good time? I've got (Day option 1) or (Day option 2) available.

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Hi, my name is \_\_\_\_\_. I am a business consultant and have joined a new company to help restaurants lower their costs and increase profits. Right now, I am interested in learning what your biggest issues are today? When would be a good time for us to sit down and talk? Is (Day option 1) or (Day option 2) better for you?

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Hi, my name is \_\_\_\_\_ and I am with a new delivery company, helping restaurants lower costs and increase their bottom line. Would it be ok if we sit down and see how much we could save you? When would be a good time for us to meet and talk? Is (Day option 1) or (Day option 2) better for you?

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Hi, my name is \_\_\_\_\_ and I am with a new delivery company, helping restaurants lower costs and increase their bottom line. Do you mind sharing what your biggest issues are with your current delivery

companies? Is (Day option 1) or (Day option 2) better for you to meet, so we can discuss in more detail?

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Hi, my name is \_\_\_\_\_ and I am with a new delivery company, helping restaurants lower costs and increase their bottom line. We don't charge the restaurant a fee based on % of the order - No - We only charge a flat fee between \$2 & \$4. Would you be open to sitting down with me and seeing how much we can lower your delivery costs and put more money back in your pocket? When would be a good time for us to meet and talk? Is (Day option 1) or (Day option 2) better for you?

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