Sales Rep Dialogue in Red – Restaurant owner in blue

Here you go – here’s a flyer. (if I am feeling giddy I sometime add “no charge” with a chuckle!)

Pause 10 seconds or so and as they are reading it…

What kind of Restaurant do you have?

Pizza Place

Cool -we do online ordering and Apps for Pizza restaurants deli bagel shops…Here let me show you

Then pull out phone and show them an App of a Pizza place

Here is Red Rooster Pub in Ridgefield

Then click on the Red Rooster App and do a few clicks – but don’t spend more than 10 or 15 seconds – just give them an idea that people can order online and at most go to menu page. Then…

So your customers every time they look at their phone they see your name and logo. They could be watching the Yankee game not even thinking about order food but checking Instagram and they see your name so it is great marketing. The orders come directly to you already paid and u just make the food. As opposed to Grub Hub we only charge 5% and you can add it on to the order so the customer pays it.

Cool (hopefully they say something like that!)

Then…

What’s your name of your restaurant?

Esposito’s Pizza

Great. Where u located?

Valhalla

Awesome. Then If possible generate some common ground about Valhalla – like Great we work with Nicks Pizza there or if you are familiar with Valhalla ask where? And then Oh yeah I know the place right across the street from the High school or something to that effect.

Then…

What’s your name?

Jose

Nice to meet you Jose I’m John – hey let me grab my card

Sometimes I am wandering the check out lines to I go back to the table and grab a card AND my yellow legal pad lead sheet.

Here you go – let me just grab your info

And ask for address and write it and then I say

What’s your cell?

Sometimes they give it but if they don’t say…

No problem what’s the restaurant phone?

Take that down and then say…

Great I’ll give you a call next week and we can set something up.

That would be great.

If he is really positive you can add

Maybe next Tuesday or Wednesday around 2 3 pm would be good?

He could respond…

Yup or no Thursdays are better…

And that is it – you have a GOOD lead! You have already covered pricing – showed him what our service is about and how he gets his own App and gets paid immediately and that we are cheaper than Grub Hub.

Get 8-10 leads every time you work RD and you will certainly close 1 deal if not more. The key is you have to follow up with the leads and stay after the good ones. As an example, as I write this, I have a meeting tomorrow with a lead I got over a month ago. He blew off one appointment and I have not been able to reschedule so I sent him a text that explained briefly how I can benefit him and added “but if you’re not interested just let me know as I do not want to keep bothering you.” An hour later he called me and we spent 10 minutes on the phone – went over pricing and really everything. Tomorrow I am basically going there to fill out the paperwork and pick up the menu. All this restaurant has is Slice so no real web site – it is no brainer to work with us. We can totally help him.