

# Script – Cold Calls

This cold call script is designed to be used in person but can be adapted to be used on the phone if you are highly skilled in making cold calls. Obviously, conversions are much more effective in person since the person can't hang up on you as anyone reading this will understand who has both cold called by phone or in person. As you listen to these script ideas please do realize there is many ways to approach a prospect and I do not profess to be the absolute expert as many I have interviewed truly have a lot more experience than I do cold calling, presenting and doing door to door sales. I will outline what I think is the best way to approach interactions with restaurant decision makers but am open for people offering tweaks and improvements to this foundation through their experiences as they begin talking with restaurant owners.

Let me first say this script is from a cold calling perspective but, ideally, you will want to start with your warm market which, at a minimum, would be with restaurants in where you frequent and spend money and/or have worked with in the past with other marketing propositions. Any restaurant you have spent money should be slam dunks as you have already proven to be a loyal client to their business and actually spending hard earned money supporting their business. For those restaurants the owner should give you time if they do not want to lose a customer and recommendations to other people about the quality of his or her restaurant. Any restaurant you have sold to as well should allow you to easily get to the decision maker. With Your Restaurant Profit Group not only is our proposition 100% FREE but it also guarantees to increase their sales and bottom-line profits. Also not covered in depth here is getting referrals. Anyone who has ever done sales knows getting referrals is really the key to quickly getting to a decision maker and accelerating appointment conversions. So what is to follow is really outlining the most challenging of sales which is walking in 100% cold.

Things to remember is first, we are NOT selling anything, we are really taking the position of interviewing restaurants to see if they qualify for Your Restaurant Profit Group. You will position yourself as not a salesperson nor having the ability to make a decision on if the restaurant can be accepted as a restaurant member in Your Dining Club. The easiest analogy I can think of is if you were hired by FEMA to interview restaurants for FEMA Restaurant Rescue Money with only 3 available rescues per zip code you would absolutely get time and attention from the restaurant owner if they knew once you walked out that door so would the FEMA money. If you present that reality to the owner, every owner will beg to be one of those 3 restaurants chosen as to not pass up on the one time opportunity. We need to convey the same type of selectivity to our prospects and, in reality, what we offer is much more substantial than what a potential FEMA Restaurant Rescue may consist of since we address every aspect of what it takes for a restaurant to remain viable and sustainable in the long run with ever increasing Your Dining Club Revenue Sharing cash commissions every month.

This is the hardest transition for someone to make as all previous experience you have involved some or all of these paradigms: 1) Having to get money upfront and/or through installments; 2) Getting a contract signed that can, in many cases, involve somewhat extensive paperwork; 3) Getting the prospect to change to your product or service over what they are currently using; 4) Asking the customer to assume risk as no product I am aware of does not involve risk and chance of financial loss. You truly are there to help the restaurant, find out what challenges the restaurant has (all have sales and profitable issues) and to then provide them with an opportunity to apply for a risk-free solution with no contract or downside. We are really like the proverbial Titanic Lifeboat rowing up to their restaurant and extending an arm for them to hop in to take them out of the drowning water surrounded by other struggling restaurants. The restaurant owner can still jump out of the Titanic Lifeboat as we row to shore (which in this case get closer to our launch date) and we would then quickly find another restaurant to eagerly hop into the limited space in the lifeboat.

In the end we do hold 100% of the proverbial marketing cards and once we do have proof of concept and a market established, restaurants will begin to call us and beg to get in as they see customers leave their restaurant and only visit restaurants featured in Your Dining Club. What will follow is not designed to be used verbatim but to be a road map and, in the end, you will have to read your prospects and deal with them accordingly and make a 2<sup>nd</sup>

visit or follow-up as needed. The good news is the more restaurants that come on board the easier this will get for anyone reading this. Just stay focused and treat your first 30 days like boot camp as at the end of this boot camp, if you meet your restaurant membership goals, you can walk into an ever-growing monthly residual that will see ever increasing monthly revenue sharing commission checks that, for most, will equal more money then they may have ever made and sure more money that have made as a residual in working just a month.

Thank you to anyone who is joining me for this launch and for your trust & confidence as I do look at everyone as a partner and not as a commissioned employee. It takes a special kind of person to help launch a company and for that person to realize the best opportunity in any business is being there from the start and, in your case with your restaurant profit group, getting a revenue share stake in the company and chances for rapid advancement in compensation and responsibility. I truly hope many listening will emerge as leaders and begin running their market and or state before long or at a minimum immediately begin building a sales team for your initial market. If you have reviewed your independent contractor agreement you realize you have a revenue sharing stake in your market in where you vest for life immediately upon reaching your restaurant market goal. I am here to assist all of you anyway I can and your feedback in all regards is not only welcome but expected as without your feedback our company can't continue to grow without a continual focus on improving even the smallest of details.

I hope this script outline gives you an idea of what I think is a good path to take at this point based on 30 years of being a business owner plus listening to countless hours of sales training tapes (yep, back in my day that was how you accessed training materials). As things evolve and the launch happens, this script will change considerably. The key in any sales is asking questions to make sure the marketing proposition need is established with the prospect. We want to create as much pain as we can which is not really hard to do in the restaurant business...especially since the pandemic as I do not think many restaurants are better off today than they were prior to the pandemic. If you go right in and try to pitch you will not do as well as once a prospect senses, he or she is being sold they will put up their sales defenses. Remember, we are there to help them and then qualify them, not sell them.

Hi, is the owner in?

May I ask what this is in regards to?

Yes, my name is \_\_\_\_\_ with Your Restaurant Profit Group and the call is regards to a 100% FREE Marketing Platform that guarantees to increase your sales & bottom -line profits with zero risk, zero cost and zero contract. I just need to talk to the owner to get his approval to bring your restaurant more business and profits for FREE.

Sure, let me grab him/her

Hi \_\_\_\_\_, my name is \_\_\_\_\_ with Your Restaurant Profit Group and the reason for my call today as I wanted to talk to you about a marketing platform available to just a few restaurants in this zip code in where we guarantee to increase your sales and bottom-line profits with zero risk, zero cost and zero contract. The reason for my call is I just wanted to see if you qualify for this 100% FREE Marketing Platform. \_\_\_\_\_, let me just ask you one simple question. Could your restaurant use a risk-free way to increase sales that leads to substantially higher bottom-line profits or are you making more profit than you are desiring right now? (deliver the question on a more humorous tone as every business needs more profits...especially risk free ones)

Yes, we could absolutely use more sales and profits (I doubt anyone will say no regardless if their restaurant is profitable or not)

\_\_\_\_\_, can I ask how has your restaurant sales and profits been last 4 or so years since the pandemic – from many other restaurants I have spoken with nothing has ever returned to pre pandemic levels and there are still

numerous challenges today making it difficult to even remain profitable let alone make profits at a level most restaurant owners desire...what has been your experience?

this is where hopefully you will draw out a lot of information and pain points to really get them to express the many continued challenges restaurant face. This could be a quick answer or one in where you engage back and forth on each point they may bring up such as higher food costs, staffing issues, customer counts, ect....let the owner talk about the challenges as long as they want as that just tees up what is to follow to make it a super easy slam dunk.

\_\_\_\_\_, everything you said is what most all other restaurant owners have echoed to me as well and I truly feel for anyone in the restaurant business as it has always been challenging but never more so than today with no easy street anywhere in sight for the restaurant industry.

\_\_\_\_\_, over the next 10 mins I am going to show you how to greatly reduce any stress and anxiety you may have about the future viability of your restaurant with a zero cost and zero risk solution that Your Restaurant Profit Group Guarantees will put your restaurant in a substantially better financial position than even prior to the pandemic. \_\_\_\_\_, could you use a marketing platform that truly provides substantial risk & cost free results that will increase your sales and bottom-line profits and hopefully reduce some of the many stresses you probably face keeping your restaurant profitable?

A pre-close that gets him to further admit he is having stress and anxiety trying to keep his restaurant viable and profitable. If a restaurant owner admits to having stress anything that can be done to reduce it should be welcomed with open ears and arms.

Bob, at the end of this restaurant life changing 10-minute presentation I am going to ask you just one simple favor which is I want you to just give me a simple YES, your restaurant would like to apply for our risk-free help or a NO, your restaurant does not want to apply for our no cost marketing platform. In the end \_\_\_\_\_, my job is to just get the CEO of the company Restaurant Applications as we receive many more per zip code than we unfortunately can accept. So fair enough \_\_\_\_\_, can you just give me a simple Yes or No on submitting an application after my brief presentation?

Yes, I can do that (want to really pin them down to giving a yes or no answer – although restaurants with partners may have to have a further conversation your focus will still be to get the application filled out with whoever you are talking to and to tell them if your partners do not want to accept our membership offer that is okay with no harm done.

\_\_\_\_\_, let me tell you how Your Restaurant Profit Group works and how we can absolutely guarantee the following: 1<sup>st</sup>, you will have a competitive advantage over 90% of your market which that benefit alone really can help the restaurants selected in a major way boost their customer counts and dining frequency. 2<sup>nd</sup>, we guarantee to increase your monthly sales and you will likely see increases every month for quite some time of 10 to 20 percent over time. 3<sup>rd</sup>, we guarantee to increase your bottom-line profit dollars which no other marketing platform has ever dared to offer. And 4<sup>th</sup> – we guarantee to increase your bottom-line profit percentage so, if for example, you are on a 5% profit margin, we can take it to 10%. \_\_\_\_\_, if I can show you how this is easily accomplished without zero risk, zero cost and zero contract is there any reason why you could not give me a yes to submit an application at the end of this short conversation/presentation.

Yes, I can give you a yes if you can show me how you are able to make these promises (key is to get them to commit as often as possible and to also remind them that you are there just seeing if they qualify and are there to submit a membership application and put in a good word for the owner.

\_\_\_\_\_, Your Restaurant Profit Group is driven by Your Dining Club, a restaurant dining membership that attracts the top demographic of diners who go out often and run up very high tickets. Your Dining Club features just a single

benefit that was designed by the top restaurant owners in America to assure the lowest possible redemption cost when compared to any other marketing platform, delivery app or other marketing platforms that are charging commissions and/or involves investment and risk through up front or monthly fees.

\_\_\_\_, Your Dining Club is just a \$29.95 per month subscription and requires a party of 2 to purchase 2 drinks, 1 select appetizer in where you choose the selections available and then 1 select entrée in where you again choose your more pricey and higher margin selections for then the member to get the 5<sup>th</sup> item of equal or lesser value which typically include anything else on your menu excluding drinks and desserts. The redemption cost only involves the food cost on the 5<sup>th</sup> item which equates to a 10 to 15 percent redemption cost depending on if the party has multiple drinks, appetizers and/or desserts. There is NO other marketing platform in America with a redemption cost this ridiculously low.

\_\_\_\_, does that make sense in how your only obligation is to give away the 5<sup>th</sup>, 6<sup>th</sup> or 7<sup>th</sup> item depending on how large their check is and how low your redemption cost would be when compared to all other marketing platforms and options available to restaurants?

Get a yes confirmation – if the answer is no, you will then just bring up a simple order example which you would say \_\_\_\_ a typical order would be 2 drinks for \$10.00, a appetizer for \$15.00 and entrée for \$25.00 making the check total \$50.00. If the free item is another \$25.00 entrée, your only cost is the food cost of approximately \$7.50 making the redemption cost approximately 15%. If the member has 2 rounds of drinks and desserts that redemption cost quickly falls to around 10%. As you can see a fraction of the cost compared to just delivery apps alone

Another example you can bring up would be: Bob, if I was like the Gordan Ramsey of \_\_\_\_\_ and I could bring you an additional \$20,000 in sales, would you want those additional sales Bob? (He or she should say yes – be sure they do before continuing). Bob, obviously any restaurant owner would take that business in a heartbeat. If I then said \_\_\_\_, I only charge a 15% commission on all the restaurant sales I bring you, do you think a restaurant owner would walk away from \$20,000 in sales for a marketing cost of \$3,000 which is truly the worst case scenario with Your Dining Club.

\_\_\_\_, with how popular Your Dining Club will be in your market ....you could lose current customers and see less new ones since most customers vote with their pocket book and will only dine at restaurants featured in Your Dining Club? For a Your Dining Club Member who dines out daily for lunch and/or dinner for personal and/or business reasons, savings can easily reach over \$1,000 per month. Anyone who dines out even once a week will quickly become a Your Dining Club Member and will only frequent the restaurants featured in Your Dining Club. So whether it is a college student, married couple, a person who dines out with friends often or seasoned wealthy executive, everyone will save significantly more per month than their small \$29.95 per month subscription fee.

\_\_\_\_, if Your Restaurant Profit Group only gave you a competitive advantage over 90% of your market and increased your customer counts, ticket averages and sales by 10 to 20 percent with the lowest redemption cost in America, can you see why virtually every restaurant we speak with quickly wants to apply for one of the limited Your Dining Club Restaurant Memberships?

This should be a yes but if you get a no, you will have to ask more questions about current marketing efforts and especially if they are doing delivery apps and parting with 30% commissions. You will want to also revisit their initial answers on they do want more sales and bottom-line profits they admit to wanting at the beginning of the conversation. (ideally we should be able to close a restaurant on that paradigm alone before introducing the Your Dining Club Restaurant Revenue Sharing as just having a risk free solution to increasing sales and creating a huge competitive advantage for their restaurant by itself is more than enough to get any restaurant excited)

\_\_\_\_, you just like any other motivated and seasoned restaurant owner sees the incredible advantage and opportunity for what I have just presented but it gets even better. \_\_\_\_, would you or your accountant be upset or

opposed if Your Restaurant Profit Group and Your Dining Club started sending your restaurant thousands of dollars per month on top of all the other incredible benefits we just covered for our Your Dining Club Restaurant Members (say in a more humorous tone)?

**No, he would not (another pre-close and statement to further add what will now become the biggest value to the platform and presentation. They should be very curious on what you are about to present)**

\_\_\_\_\_, there is one primary way a customer will learn about Your Dining Club which will be through our select Member Restaurants throughout the \_\_\_\_\_ Metro Area. For every Your Dining Club Member who becomes a member using your unique Your Dining Club Restaurant Member Number you will earn \$10.00 per month of what we call Your Dining Club Revenue Sharing Commissions. You are paid Revenue Sharing Commission every month for as long as the member stays active regardless if the member eats at your restaurant just once, once a month, once a week or once a day. The \$10.00 Your Dining Club Revenue Sharing given to you goes straight to your bottom-line since you do not have to buy any food or hire any staff to earn Your Dining Club Revenue Sharing. In essence.... the Your Dining Club Revenue Sharing absolutely more than pays the small food cost of the 5<sup>th</sup> free food item with plenty of cash left over to cover other overhead expenses like your hood cleaning, pest control and other expenses that drive down your profit margin.

Customers will be signing up at all the Your Dining Club Member restaurant locations throughout the \_\_\_\_\_ Metro area in where you will quickly notice a lot of new faces inside your restaurant as members begin exploring other Your Dining Club Member Restaurants and absolutely avoiding restaurants not featured in Your Dining Club. Regardless if a member dines at your restaurant just once, once a month, once a week or once a day you will always earn the monthly \$10.00 Your Dining Club Revenue Sharing on that member.

\_\_\_\_\_, can you now easily see how Your Restaurant Profit Group can easily guarantee what it does as there is absolutely no downside or way for a restaurant to lose since we will absolutely increase your sales which leads to more profit dollars but then add in the addition pile of Your Dining Club Revenue Sharing cash commissions each month and you will see your bottom-line profit percentage explode which no other marketing platform is able to do that I am familiar with.

**Yes, I can see how Your Dining Club can be a huge benefit for any restaurant with the benefits outlined and the Your Dining Club Revenue Sharing – not sure the exact answer but another good spot to close again or further clarify anything they are confused about.**

\_\_\_\_\_, Let me correct myself as I misspoke a moment ago.....there is ONE huge downside to Your Restaurant Profit Group which is if you do not put in your application today there is a good chance your zip code will close and you will get locked out. Spaces do fill very fast for what all Your Restaurant Profit Group is guaranteeing to do for a limited number of restaurants so I hate to see you get locked out as I would love to see you as one of our select Your Dining Club Restaurant Members.

\_\_\_\_\_, I just need to confirm a little information to get your application submitted which requires no signature, no credit card, no hassle, no risk. NEVER will you be asked for a single penny and you can always exit Your Dining Club at anytime for any reason if you get tired of cashing Your Dining Club Revenue Sharing monthly commission checks (say in a humorous tone) or we are interrupting any type of money laundering operation (say that with a huge smile and reference Ozark the show)

**Yes (so instead of asking for the application, just assume any restaurant would want it. What information you will gather is just occupancy and how many TVs they have. I assume you have all the rest of their contact information) Here is possible rebuttal text to further explain how fast spaces are filling up: Think of it like this – if we put a banner outside your restaurant that said free food for a year to the first 100 customers who come in today, how long would it take to find those 100 customers? Also if a customer came in and said he needed to think about that no brainer proposition, you would not beg him to take your free food nor would you care since the 100 spaces**

would get spoken for. With Your Restaurant Profit Group & Your Dining Club we have no problem filling our limited spaces with such a life saving and lucrative no risk deal for restaurants.

\_\_\_\_\_, in the next 24 to 48 hours the CEO of Your Restaurant Profit Group will reach out to you to confirm if your application has been approved and I am confident it will be as your restaurant was on our short list of the restaurants we wanted to be part of our platform. \_\_\_\_\_, just for applying you also receive Unlimited orders of 1000 FREE Full Color, 2 Sided Business Cards for the next 90 days and also 10 cent 8.5x11 Full Color take out menus for the next 90 days. I am also going to throw in a free membership to Wholesale Printing Buyers Club where 100s of the most popular full color printed products are at Wholesale pricing.

\_\_\_\_\_, do you typically order take out menus or other printed products for your restaurant?

Be sure to get the exact size of the product and quantity they typically order in and what they are currently paying and take note. Getting this information is not critical at all but very nice to know as the savings are substantial at Wholesale Printing Buyers Club.com

\_\_\_\_\_, I had one last way I can further increase your bottom-line profits in regards to Your Dining Club Revenue Sharing by over 30% – do you have 1 more minute for me to tell you how to increase your monthly revenue sharing checks?

Sure

\_\_\_\_\_, I have an immediate way to get your application approved to assure you get a restaurant membership in Your Dining Club and that is simply by introducing me to 3 other restaurant owners that do not compete with you in where they would also see the no-brainer of Your Restaurant Profit Group and the Your Dining Club platform is for their restaurant. If you can introduce me to 3 sit down restaurant owners, I will increase Your Dining Club revenue sharing from \$10.00 to \$13.00 for the next 6 months which will put thousands of additional Your Dining Club Revenue Sharing Commission dollars into your pocket. If you can refer me to 5 total sit down restaurants, I can increase your commissions all the way to \$15.00 and keep you at that Revenue Sharing rate for an entire year. This truly translates into thousands of extra dollars for your restaurant as if you have 500 Your Dining Club Member Referrals, your monthly revenue sharing jumps from \$5,000 to \$7,500 each month which translates into \$30,000 easy effortless bottom-line profit over a year just by helping 5 of your restaurant friends.

\_\_\_\_\_, Who are 3 restaurant owners I can help just like I am helping you?

This should be enough to get him to give you the name of the restaurants and owners which is all you really need since you can get the rest online. Get as much info as you can on each restaurant if you can regarding occupancy, approx location, ect. Once you have finalized getting the 3 or more referrals, you will close out.

\_\_\_\_\_, I want to thank you for giving Your Restaurant Profit Group the opportunity to help increase your sales and bottom-line profits without any risk or cost while also helping to reduce your printing expenses as well. I will be emailing you confirmation in the next hour of Your Dining Club Restaurant Membership application. I will also email you my personal information so you can reach me anytime and the email will also include the number for Corey, the CEO of the company, in where you can reach out anytime to him as well. The CEO will be reaching out to you within 24 to 48 hours. Thanks again for your valuable time....I hope you can see it will quickly become the most profitable meeting you have ever been part of.