

# Restaurant Outreach Script – Takeout Trader

## Intro (Gatekeeper or Manager)

“Hi, my name is [Rep Name] and I work with Takeout Trader. We partner with select restaurants to provide **10,000 full-color takeout menus completely free of charge** — no cost to you at all. Could I speak with the person who usually handles your menus or marketing?”

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## If speaking with the decision maker (owner/manager):

### Step 1 – Warm Introduction

“Hi [Owner’s Name], I’ll keep this quick. We’re rolling out a new community program that covers the full cost of your takeout menus. That means you get **10,000 professionally designed and printed menus — free** plus up to **100 waterproof, tear-proof in-house menus** for your tables. No catch.”

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### Step 2 – Why It’s Free (Build Trust)

“The way we do it is simple: we invite a handful of trusted local businesses — like your plumber, insurance agent, salon, or landscaper — to sponsor small spots on the back of your menu. They love the guaranteed exposure, you get your menus at no cost, and your customers get a great-looking menu that lasts all year.”

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### Step 3 – Close the Restaurant

“The only thing we ask from you is a short list of 10–12 trusted local businesses you’d feel good about recommending. We’ll reach out to them about sponsoring the menu. That’s it. You get your menus free, updated annually, and never have to worry about menu costs again.”

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## If they hesitate:

“I understand. The reason restaurants love this is because it’s truly no risk — you get free menus for life. The local businesses benefit, and you don’t pay a dime. Once we fill your ad spots, we go straight to print. Simple as that.”

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✓ **Close:**

“So, can I count you in for this year’s print run? All I need is your logo, current menu copy, and a short list of trusted local businesses you’d recommend.”

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## **Key Notes for Reps**

- Be casual, upbeat, and confident.
  - Never say “advertising company.” Say “community program” or “menu sponsorship.”
  - Keep the call under **3 minutes max.**
  - Always ask for the **decision maker** (owner or GM).
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This script ensures the restaurant says **yes fast** because there’s no friction — only upside.