



Takeout Trader – Sales Rep Quick Start Cheat Sheet

1. The Core Offer

- **Restaurants:**
 - Get 10,000 full-color, 12"x18" trifold takeout menus FREE.
 - Up to 100 waterproof, tear-proof in-house menus FREE.
 - They only need to provide 10–12 trusted business referrals.
 - **Advertisers:**
 - One large **exclusive** ad spot (no competitors) on 10,000 menus.
 - Guaranteed distribution into every takeout bag + in homes/offices.
 - Cost: **\$497/year** (about \$1.36/day).
 - Optional close-out: \$348/year prepaid.
 - **You (Rep):**
 - Earn **30% commission** = \$1,500–\$1,800 per campaign.
 - 1 campaign/week = \$7,200+/month.
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2. Sales Process (Step by Step)

1. Call Restaurant

- Offer free menus (no catch).
- Ask for 10–12 referrals of trusted businesses they recommend.

- Submit restaurant details + referrals into HubSpot.

2. Call Advertisers (Referrals)

- Pitch exclusivity: *"You'll be the only [business type] on the menu."*
- Highlight guaranteed visibility: *"10,000 menus, a year of exposure, for just \$497 flat."*
- Close payment via Stripe.

3. After Close

- Collect logo/artwork.
- Submit advertiser info in HubSpot.
- You get paid next weekly cycle.

3. Key Phrases That Work

- "This isn't advertising. It's a trusted placement on menus that go into 10,000 homes."
- "Exclusivity — only one [plumber/insurance agent/salon/etc.] per menu."
- "\$497 for the full year. That's less than 1.40 a day."
- "Restaurants love it because their menus are free. Businesses love it because they're guaranteed visibility."

4. Objection Handling

- **"I already advertise elsewhere."** → "Perfect, you'll see this works even better because it's hyper-local and trusted."
- **"Sounds too cheap — what's the catch?"** → "No catch. Restaurants fund their menus by inviting only trusted businesses, and that keeps costs low."

- **“Let me think about it.”** → “No problem, but I can’t hold the category. Once it’s taken, it’s gone for a year.”
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5. Quick Reminders

- ✓ Always pitch exclusivity first.
 - ✓ Push urgency — only 1 spot per category.
 - ✓ Follow the process: Restaurant → Referrals → Advertisers → Close.
 - ✓ Log EVERYTHING in HubSpot.
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⚡ That’s it. Keep it simple. You’re not selling ads — you’re filling menus with trusted community businesses.