TABLEFLOW • PRO GUIDE

Part 1: Conversation Strategy

1. PSYCHOLOGY IN GASTRONOMY SALES

Your success in sales relies entirely on **empathy, respect for working hours, and crystal-clear arguments**. Do not talk about technology; talk about the three things that keep every restaurateur awake at night: *staff shortages, exploding costs, and shrinking margins due to commissions.*

2. THE PERFECT INTRODUCTION & HOOK

> ***You:*** *"Hello Mr./Ms. [Name], my name is [Your Name]. I hope I'm not disturbing you right in the middle of service? Perfect. Mr./Ms. [Name], we are currently equipping selected gastronomy businesses in your region with a digital solution that allows guests to order directly at the table via QR code – and the best part:* ***completely commission-free with 100% revenue for you****. Do you have just two minutes for a brief exchange?"*

3. THE 4 PHASES OF NEEDS ANALYSIS (ASKING THE RIGHT QUESTIONS)

Let the restaurateur speak. Whoever speaks, sells themselves. Use these targeted questions:

Staff Question: "How strongly are you currently feeling the shortage of qualified service staff in your daily operations?"

Efficiency Question: "How much time do your waiters spend running back and forth to the cash register instead of selling directly to the guest?"

Portal Question: "Do you currently use delivery portals or booking platforms that charge you high commissions per booking?"

Guest Expectation: "Are you noticing that guests nowadays want to order and pay faster without waiting forever for the check?"

4. THE BENEFIT PITCH (THE CORE PROMISE)

> ***You:*** *"That is exactly where TableFlow comes in: Your guests scan the QR code, order within seconds, and the kitchen is instantly notified. Your service staff is noticeably relieved, your table turnover increases – and best of all:* ***you keep 100% of your profit at exactly 0% commission****. And all of that for less than €1 a day."*

5. SEAMLESS TRANSITION TO CLOSING (CALL TO ACTION)

> ***You:*** *"Let's not waste any time – just test TableFlow completely free and risk-free in your business for a full 30 days. I can set up your access in just 2 minutes. When works best for a brief online onboarding?"*

6. ADVANCED OBJECTION HANDLING (9 PRO ANSWERS)

1. "We already have a website / POS system, we don't need this."
Answer:
"That's great! TableFlow doesn't replace your POS system; it complements it perfectly. It's the turbo module for the table so guests can reorder faster."

2. "Our guests are older, they don't want to download apps."
Answer:
"Don't worry: Absolutely NO app is required! The guest simply scans the QR code with their phone camera, and the menu opens right in the browser."

3. "Maintaining and updating the menu is way too much work."
Answer:
"Our AI import reads your PDF or photo fully automatically in 3 seconds. You don't have to manually type a single item!"

4. "That is simply too expensive per month."
Answer:
"It costs less than €1 a day. If just one guest per day orders one more drink or dessert through quick reordering, the system pays for itself on day one."

5. "I need to discuss this with my business partner first."
Answer:
"Totally understandable! Just activate the 30-day free trial and look at it together. If you don't like it, it automatically expires."

6. "We do everything traditionally with personal contact."
Answer:
"And that's exactly what we empower! By cutting out unnecessary running, your service finally has more time for genuine hospitality."

7. "What happens if the internet goes down?"
Answer:
"The system runs highly available in the cloud. For absolute emergencies, you can simply keep a few classic paper menus in reserve."

8. "I don't have time for training sessions."
Answer:
"No training is needed. The interface is as simple as WhatsApp – you and your team will be ready to go in 5 minutes."

9. "I've been disappointed by software companies too many times."
Answer:
"I completely understand that. That's why we have zero risk: 30 days free trial, no hidden costs, no automatic subscription trap. See for yourself before spending a single cent."

7. CHECKLIST FOR THE PERFECT SALES DAY

Preparation: Have your link to `www.tableflow.me` and your contact details ready?
Follow-up: Send a quick WhatsApp/SMS with key details immediately after every call.
Discipline: Keep track of your calls and consistently set callbacks for undecided restaurateurs.