

Selling for Success – U.S.

NESCAFÉ® Milano

Selling Story: The NESCAFÉ® Milano program delivers authentic Espresso-based beverages. It is astonishingly simple to operate, and anyone from the staff can make a perfect specialty coffee at the push of a button. The final delicious products are not only delivered consistently, but they provide the operator with a profitable specialty coffee program starting on day one.

Target markets: Restaurants (FSR, QSR, Fast Casual) and coffee kiosks inside hospitals, hotels, colleges, etc., where beverages are not a “give-away.”

Qualifications: Minimum 10 drinks per day, crew served



Planning:

- Investigate the opportunity. Know your prospect's business.
- Have a confirmed appointment, and come prepared!

Investigate Need – Qualify

- Tell me about your business.
- What day parts are you serving? How many customers?
- Tell me about your beverage menu.
- Are you serving specialty coffees?
- What are the most profitable items you sell?
- Would you mind showing me your operation?

The Presentation

A. Sample Opening Statements

- Thank you very much for making time for this presentation.
- In the U.S. today, black coffee sales are declining.
- Specialty coffee sales however are growing by as much as 17%.
- 1 out of 3 coffees served in restaurants now are specialty.
- If you are not in that market, you may need to be.
- Up until the introduction of the NESCAFÉ Milano, getting into the traditional Specialty Coffee market has been expensive and required a great deal of staff training.
- NESCAFÉ Milano makes it astonishing simple.

B. Traditional Specialty Coffee

- Discuss problems associated with traditional and bean-to-cup.
 - High capital cost of equipment \$8K to \$20K
 - Recurring cost for accessories
 - Expensive maintenance and cleaning supplies
 - Waste sometimes as high as 25%
 - Expensive and time-consuming staff training
 - Inconsistent finished drinks

C. Equipment

- The NESCAFÉ Milano specialty beverages dispenser is the result of more than 5 years of Nestlé research and development.
- Easy to operate and easy to clean
- Requires cold water line
- Operates on 110 volt or 220 volt power
- Machine is 60% faster than conventional equipment and requires 50% less labor.
- Delivers an espresso in 9 seconds and a latte in 34 seconds.

D. Products

- **NESCAFÉ Milano Espresso Extract**
 - This is new espresso extraction technology.
 - It took Nestlé more than 5 years to develop this pure espresso extract which is the base for all NESCAFÉ Milano drinks except hot chocolate.
 - Every cup of NESCAFÉ Milano espresso contains 100% Arabica coffee.
 - To ensure consistent perfect espresso, we use an innovative and proprietary technology.

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- **Milk** is just skim milk with nothing added.
 - Skim milk is very seldom used with traditional espresso machines as it is very difficult to foam.
 - Milano foams it perfectly every time.
 - All the goodness of fresh milk in a shelf stable format with no fat.
- **Chocolate** is a rich, creamy premium chocolate mix made with the finest cocoa beans.
 - It's an ideal product for Mochas.
- **Option:** Decaffeinated espresso extract is also available.

E. Finished Drinks

- Create Espresso, Americano, Latte, Cappuccino, Mocha or Hot Chocolate at the push of a button.
- Easily craft additional offerings such as iced coffee, flavored options, signature drinks, or other beverages by adding a favorite liqueur or flavored syrup.

F. Profitability

- Show profitability calculator.
- Discuss the high margins – and high dollar revenues.
- Average operator food cost can be as low as 20%.
- Example: Espresso costs 18 cents and, sold at \$1.79, will provide \$1.61 pure profit (10% Food Cost). Show costs per drink but, once again, focus on the revenue dollars per drink sold.

G. ProCare Investment

- ProCare means no more worries about Dispenser, Service, or Support.
- NPB has removed the upfront cost of espresso equipment and, with a very low monthly investment, turned this into a worry-free no-hassle program for you.
- ProCare provides full cost control plus a “full peace-of-mind support program.”
- Make your discussions about the \$190.00 ProCare investment a positive one. Requires a 6-month commitment and 10 cups/day minimum.
 - Of the 10 cups/day, 4 will pay the ProCare investment and 6 will be profit for the operator/customer.
- Covers the capital cost of the equipment.
- We will replace equipment after 5 years.
- Covers installation of the dispenser
- Includes operational staff training on understanding and selling to your customers
- No additional service cost
- Covers parts replacement
- Provides staff training on daily dispenser operation
- Beverage menu development using Nestlé marketing expertise on coffee
- Ongoing insights to assist with further beverage development
- Provides quarterly preventative maintenance
- Replacement of water filters

H. Quick Summary – Review

- Machine is easy to use
- Consistent, delicious, perfect drinks every time
- High dollar revenue drinks

Ask for the Sale

- Do you have any questions?
- How did you like the quality of espresso creama and layered lattes?
- How did you like the simplicity and speed of the dispenser?
- Do you see the potential to increase your revenues?
- May we discuss setting up an installation?

How to Set Up an Account

A. Complete Forms

- Have customer complete the Credit Application.
- Complete the ProCare Service Contract and have customer select payment terms and sign. If credit card payment option is selected, make sure customer provides a valid email address and a Nestlé representative will contact them to explain the credit card registration process. In NO circumstance should you or any other Nestlé sales person collect credit card information. It is imperative that this Nestle process be followed.
- Complete Maintenance Form through Salesforce.com (NOTE: Be sure to fill in all requested information so it is processed correctly in a timely manner.)

B. Send for Approval

- Send Credit Application, ProCare Service Agreement to Gregory Roberts and supervisor for approval.
- If credit card payment option was selected, provide valid email address on Agreement.

C. Schedule Install

- Once Credit Application is approved, the installation will be scheduled and will go through current process.