



Inside Sales Call Structure & Guidance	
Introduction	Please Check
Introduction: Name and role	<input type="checkbox"/>
GDPR/Data Protection: Calls are recorded and Contact consent *Call recording is a MUST ON EVERY CALL*	<input type="checkbox"/>
Set the scene: Has the agent given a reason for the call (purpose & set clear agenda)	<input type="checkbox"/>
Has the agent checked they are dealing with the owner of the Restaurant? If not, do they have the owner's permission to deal with a third party?	<input type="checkbox"/>
Listen & Understand	
Has the agent identified why the owner has made an inquiry to join the JE platform	<input type="checkbox"/>
Has the agent asked questions to identify relevant info about the business	<input type="checkbox"/>
Has the agent identified the business goals & business needs/challenges	<input type="checkbox"/>
Presentation & Pitch: New opportunities soft skills	
Were all relevant important Just Eat features & benefits provided (where applicable)	<input type="checkbox"/>
Confidence/Ownership displayed	<input type="checkbox"/>
Explanations were clear & relevant	<input type="checkbox"/>
Was the agent polite/friendly and built a rapport	<input type="checkbox"/>
Was the correct information given? Does the Partner fully understand the service?	<input type="checkbox"/>
Were benefits aligned to goals and business needs?	<input type="checkbox"/>
Was Photography discussed? *MUST on every new signing*	<input type="checkbox"/>
Benefits of JE used as objection handling where applicable *At least 2-3 value props per sign up!*	<input type="checkbox"/>
Was the objection handled and another question asked to continue the conversation?	<input type="checkbox"/>
Commitment & Close	
Has the agent asked for the sale and explained next steps	<input type="checkbox"/>
Has the agent confirmed that the Restaurant Partner is ready and able to start Just Eat deliveries	<input type="checkbox"/>
Terms & conditions statements	<input type="checkbox"/>
Has the agent fully and accurately explained all of the Costs & Fees	<input type="checkbox"/>
Has the agent checked the Restaurant Partner is registered with the FSA and stated they must have a rating of 3* or above	<input type="checkbox"/>
If RDS - have they informed owner of radius limit, delivery charge/service fee, delivery hours & parking requirements	<input type="checkbox"/>
Has the agent informed the Restaurant Partner of the allergens statement	<input type="checkbox"/>
Has the agent informed the Restaurant Partner of the process if they wish to display allergens on their menu	<input type="checkbox"/>

****Have you asked about Referrals?****

FABs Checklist

FABs
Photography - Tip! Use for objections on Support/exposure and increasing orders
1. Helps Partner get discovered! 42% of customers tried a new restaurant because of the photography 38% of customers tried a new dish because of photography
2. Revenue & Profitability! Menu items with a Dish image are x4 times more likely to be added to a basket than menu items without
3. Happy Customers! Customers who order from restaurants with photos have an 11% higher satisfaction rate than customers who don't
Booker/Makro - Tip! Use for objections on Commission, cost of living, food prices increasing & JET support
1. Rebate scheme -earn up to 7% cashback per quarter
2. Save money on 200 + products with exclusive prices just for Just Eat Restaurants
3. Earn 3% cashback on your shopping at Tesco
4. Get £6 back for every 20L of Oil recycled with Booker recycling scheme [Oil rebate will vary depending on the market]
Restaurant Funded Offers (RFOs)
1. % off orders - Compelling orders increase new customers by around 10%
2. BOGOFF/ Free Item - Drives ave. 21% order uplift during promotional campaign as well as drives repeat custom
3. Stamp Cards + Cheeky Tuesday
4. Free 'X' when you purchase 'Y' - offers often drive long term product uplift for product 'Y'
5. The best performing campaigns were offers on brands' most loved & popular products
FMCG Partner Offers
1. Regular free stock and discounted promotions on a wide range of top branded confectionery, food, beer & soft drinks
2. Orders containing branded products are worth 25% more than those without
3. 69% of total soft drink sales are bought as part of a meal deal - so make sure your menu features branded soft drinks
4. Our FMCG Partners include: Coca-Cola, Ben & Jerry's, Red Bull, Pepsi Max, Cadbury & ABInBev
Promoted Placement - Requirements: min. Customer Experience Score of 27 and Food Hygiene Rating of 3+ (or Pass)
1. More eyes on your menu: Pick the postcodes you want to promote your restaurant in when customers search your area
2. Choose how much you pay: Set a weekly budget – this is the maximum you're willing to spend. You'll only pay if a customer clicks on your menu.
3. Track your Performance: You can monitor your performance directly from the Partner Centre so you can see exactly how Promoted Placement is working for you.
Requirements: A minimum Customer Experience Score of 27 and Food Hygiene Rating of 3+ (Pass for Scotland)
Referrals - Restaurants can refer as many new partners as they like! They will receive a JET shop voucher 3 months after the referral goes live

For more information, please refer to The Bakery