



**PLATEPREP**

The AI operating system for independent restaurants

**SALES REP HANDBOOK**

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# Everything you need to pitch **PlatePrep.**

Read this top to bottom before your interview. Know the product, the math, and the call motion cold. We're not testing you on memorization — we're testing whether you can run a discovery call like an operator.

## **WHO WE ARE**

**Co-Founder: Edward Foy Jr. (Buddy Jr.)**

30-year hospitality operator · Tampa, FL

Chateau on the Lake · Chateau Anna Maria · Food Network's Summer Rush

Inc. 500 · 2× EY Entrepreneur of the Year Finalist

# 01 SECTION Who we are. What we solve.

## THE ONE LINE

PlatePrep is the AI operating system that sits on top of an independent restaurant's existing stack — POS, invoices, distributors, schedule — and turns it into one clean workflow. Upload your menu once, and PlatePrep builds your recipes, prep list, order guide, inventory, financial analysis, training videos, and nutritional data automatically.

### WHO WE ARE

#### **Operators, not engineers.**

Buddy Foy Jr. and his wife Jen ran restaurants for 30 years. They built PlatePrep because they wanted their own places to stop bleeding \$70/day in waste and overprep. Then realized every operator they knew had the same problem.

### WHO WE SERVE

#### **Independent operators.**

1–5 unit independents doing \$800K–\$5M in revenue. Chef-owners, family operators, small groups. NOT national chains. NOT QSR. NOT enterprise. The folks too busy for software but too smart to keep guessing.

## HOW WE EXPLAIN IT IN 10 SECONDS

**“Think of PlatePrep as the brain that connects every system you already use — POS, invoices, distributors, schedule — and turns it into one clean operating system that runs your kitchen for you. Upload your menu. We do the rest.”**

## 02 SECTION The six screens you'll demo.

You don't need to know every feature. You DO need to know what each screen solves and the one line that lands it. Memorize the bold lines below.

1

### RECIPES

Every dish. Spec, cost, allergens — in 26 languages.

**"Your chowder, every cook plates it the same way — even the new dishwasher reading it in Spanish on day one."**

2

### FOOD COST

Live margin on every dish. Moves with the market.

**"When your beef price jumps 11%, you see the margin shift the same morning — not when you do the books in three weeks."**

3

### ORDER GUIDE

Pre-built. One click to the distributor.

**"Tuesday morning the cart is already loaded based on what you sold last week. You hit send."**

4

### AI CHEF

Empower less experienced chefs to beat Bobby Flay.

**"Your sous chef builds a new dish in 90 seconds: picks ingredients, sets the price range, AI returns a costed recipe."**

5

### TRAINING

Every recipe, every station — in every cook's native language.

**"You onboard a new cook in three days instead of three weeks. Spanish, Vietnamese, Arabic — 26 languages."**

6

### MENU TEMPLATES

Build once. Deploy everywhere. Versioned. Audit-trailed.

**"One menu, every location. Change the lobster price once — it updates everywhere."**

## 03 SECTION The math you must know cold.

Operators don't buy software — they buy results. Lead with the dollar. Every objection bridges back to this number.

ON A \$1.5M RESTAURANT

# \$26,000

**back to your bottom line, every year.**

Net of fees. After everything.

(That's ~\$70/day they're leaving on the floor in waste and drift.)

### HOW IT BREAKS DOWN

## \$9K

#### Food cost discipline

Live margin catches the slow bleed.

## \$8K

#### Less waste

Forecast-driven prep, not guesses.

## \$7K

#### Fewer comps & re-fires

Every cook hits the spec.

## \$8K

#### Faster onboarding

Training in 26 languages, day one.

**\$32K gains – \$6K subscription = \$26K net to bottom line**

### PRICING (MEMORIZE EXACTLY)

FOUNDER'S 50 · Limited

**Two hundred and ninety-nine dollars a month — locked for life.**

Standard rate after the 50: \$499/month.

**Always say the price out loud: "two hundred and ninety-nine." Never "two ninety-nine."**

## 04 SECTION Who we're hunting. Who we're not.

### GOOD FIT

#### Independent operators

1-5 units. Chef-owners. Family operations.

#### \$800K – \$5M revenue

Big enough to feel the bleed, small enough to act fast.

#### Hands-on owner-operator

Person who answers the phone IS the buyer.

#### Existing tech stack

POS + invoice flow. We sit ON TOP, no rip-out.

#### Hospitality industry

Restaurants, country clubs, hotels with F&B, small groups.

#### Multi-language kitchens

Spanish, Vietnamese, Arabic teams – 26 languages.

### NOT A FIT (DISQUALIFY EARLY)

#### National chains

Corporate – wrong buyer, wrong cycle.

#### Pure QSR / fast food

Limited menus, low food cost – ROI math doesn't work.

#### Under \$800K revenue

Can't justify even \$299/mo until they scale.

#### Owner who won't engage

If the owner won't take a 20-min call, they won't buy.

#### "We have R365/Toast" only

Probe – we sit on top. But check if they're tired of their stack.

#### Pre-revenue concepts

Not yet – they need a POS first.

### FIVE QUESTIONS THAT QUALIFY IN 60 SECONDS

1. How many locations are you running today – and what's the typical week look like?
2. Roughly where are you on annual revenue? (Looking for \$800K-\$5M.)
3. What POS are you on? (Toast, Square, Clover – we plug into all of them.)
4. What's eating you alive right now – prep, ordering, scheduling, or training?
5. If we could put \$20-30K back on your bottom line this year without changing your team or your distributors, is that worth 20 minutes next week?

## 05 SECTION The 10-minute call. Run this exactly.

The goal of the call is not to sell PlatePrep. The goal is to book the 20-minute demo. Stay tight, hit your marks, ask the close question, then stop talking.

0:00	<b>OPEN</b>	"Hi, this is [Name] with PlatePrep — we work with independent operators like you to put \$20–30K a year back on your bottom line without changing a single thing about how you run. Got 60 seconds?"	HOOK
0:45	<b>FRAME</b>	"Before we go anywhere — we don't replace anything. No new POS, no rip-out. We sit on top of what you already have and connect it."	DISARM
1:30	<b>PAIN</b>	"What's eating your week right now? Prep, ordering, schedule, or training?" (Then stop talking. Pause at least 5 seconds. Let them tell you.)	LISTEN
3:00	<b>MIRROR</b>	"So it sounds like [their pain]. That's exactly why we built this. Let me show you what your week looks like ON PlatePrep — it's six screens."	REFLECT
3:30	<b>TEASE</b>	Walk them through 3 screens MAX over the phone — their biggest pain. Save the rest for the demo.	SHOW
6:30	<b>MATH</b>	"The restaurants we work with average \$26K back to their bottom line every year. That's \$9K in food cost discipline, \$8K in waste, \$7K in fewer re-fires, \$8K in faster training."	ANCHOR
8:00	<b>PRICE</b>	"We're locking the first 50 operators at two hundred and ninety-nine dollars a month — for life. After that it's \$499. There are a handful of spots left."	SCARCITY
9:00	<b>ASK</b>	"I want to give you 20 minutes next week to show you the whole thing live. Tuesday or Wednesday work better for you?" (Then pause. Let them answer.)	CLOSE

06

SECTION

## The three objections you'll hear every day.

Acknowledge, then reframe, then bridge, then ask, then pause. Five beats. Run them in that order every time.

1

### “Too complex to switch.”

SAY: “Totally fair. The reason this works is there's nothing to switch. We sit on top of your POS, your invoices, your distributors. Your team learns nothing new. The prep list just prints.”

BRIDGE: \$70/day in waste · 30-minute setup · 30-day pull-the-plug, no contract

ASK: “What's the part of your week that eats the most hours — prep, ordering, or scheduling?”

OBJECTION

2

### “My team won't use it.”

SAY: “Your team learns nothing new. The prep list still prints to the same printer. Your line cooks still pull recipes off the same screen. The difference is now they're in their own language, with photos, with the spec.”

BRIDGE: Cook clarity · faster onboarding · training in 26 languages

ASK: “How long does it take you to get a new sous chef up to speed today?”

OBJECTION

3

### “Too expensive / not the right time.”

SAY: “Ten dollars a day to recover seventy. That's the math. And if it doesn't move the needle in thirty days, you pull the plug — no contract.”

BRIDGE: \$26K/yr net · Founder's 50 locked at \$299 for life · No contract · Walk in 30 days

ASK: “Where do you think you're losing the most money right now — food cost, labor, or waste?”

OBJECTION

## 07 SECTION What we never say. What we always say.

Discipline is what separates good reps from great ones. These are non-negotiable.

### NEVER SAY

#### **“Platform.”**

Operators hear “more software.” Say “operating system” or “we sit on top.”

#### **“It’s only \$299.”**

Sounds cheap = sounds suspect. Say “two hundred and ninety-nine” spelled out.

#### **“Performance Food Group” / “PFG.”**

We’re vendor-neutral. Say “your distributor” or the one they mentioned.

#### **“It’s easy.”**

Operators have heard that lie 50 times. Say “we set it up for you.”

#### **“AI-powered.” as a brag**

AI is the worker, not the headline. Lead with the dollar.

#### **Defending features.**

Acknowledge, reframe, bridge to dollars. Never argue.

#### **Filling silence.**

After the ask: pause. Let them answer first.

### ALWAYS SAY

#### **“We sit on top of your stack.”**

Frames us as zero-risk add-on.

#### **“We set it up for you.”**

Removes the fear of another IT project.

#### **“Thirty days, pull the plug.”**

Risk reversal. No contract.

#### **“Twenty-six K back to your bottom line.”**

Always lead with the outcome dollar.

#### **“Buddy built this for himself first.”**

Founder credibility — 30-year operator.

#### **“We / our team.”**

Never “I.” We’re a team. Operators trust teams.

#### **“Have a great service.”**

How we sign off. Tribal language they recognize.

### THE BUDDY RULE

**“We love this business. We don’t have to miss out on life anymore.**

**Not with AI. It’s time to enjoy a little time off while our systems run our business.”**

**08** SECTION  
**Why we built this. Use it when you need to.**

When a prospect is tired, skeptical, or has heard 10 pitches this month — lead with the story, not the product.

THE HEADLINE  
**30 years on the line.  
Burns on both arms.**

**All for a little more profit —  
and 10 hours back with my family.**

That was the whole ask. Buddy ran restaurants for 30 years — Chateau on the Lake, Chateau Anna Maria, an early e-commerce exit, Food Network's Summer Rush, Inc. 500, two-time EY Entrepreneur of the Year finalist. Burns on both arms from three decades on the line.

All for a little more profit. Ten hours a week away from the grind. Not worry-free — just worry less.

**PlatePrep is the system Buddy wished he had. Now he's giving it to every operator who feels the same way.**

THE MISSION  
**Give the industry its quality of life back.**

It's time to love what we do —  
**and enjoy a little time off while our systems run our business.**

**09**

SECTION

## Before your second interview.

When we meet again, we'll role-play a discovery call. You'll be the rep. Buddy will be the operator. Here's what to lock in cold before that call.

### MUST KNOW COLD

**1 Buddy's pitch line.**

"We sit on top of your stack and put \$26K back on your bottom line every year."

**2 The six screens.**

Be able to name them and one-line each: Recipes, Food Cost, Order Guide, AI Chef, Training, Menu Templates.

**3 The \$26K math.**

$\$9K + \$8K + \$7K + \$8K. \$32K \text{ gains} - \$6K \text{ subscription} = \$26K \text{ net.}$

**4 The price, spelled out.**

"Two hundred and ninety-nine dollars a month, locked for life. Standard is \$499."

**5 The 3 objections.**

Switching, team adoption, price. Acknowledge, reframe, bridge, ask, pause.

**6 The 5 qualifying questions.**

Locations, revenue, POS, biggest pain, will-you-give-me-20-minutes.

**7 Buddy's story.**

30 years operating, burns on both arms, Chateau, Food Network, Inc. 500, 2x EY finalist.

**8 The Founder's 50.**

First 50 operators locked at \$299. After that \$499. Scarcity is real.

**9 Have a great service.**

How we sign off. Use it on every call.

### STUDY THESE BEFORE THE CALL

The demo: [plateprepdemo.com](http://plateprepdemo.com) (no logins needed)

The screen gallery: [screens.plateprepdemo.com](http://screens.plateprepdemo.com) (every screen, no logins)

The website: [plateprep.com](http://plateprep.com)

Questions before the interview? [ed@broadway7.com](mailto:ed@broadway7.com) • 201-206-8442