



Battle card: Just a Menu

They get new menu boards. You get the account.

FOR REPS · KEEP IT IN YOUR BAG

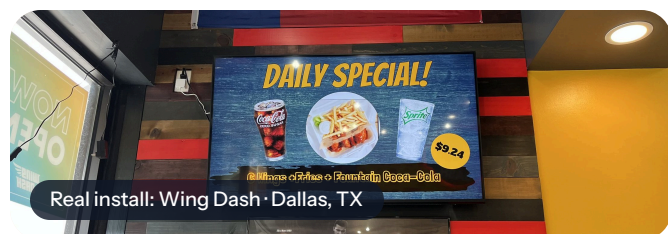
Say it in 30 seconds

"I noticed you're still changing prices by hand. For accounts like yours, we offer custom digital menu boards at special pricing, and we pay [all / part] of it: the TV boards, a QR menu for your tables and print menus, all from one menu. You change a price on your phone and it's live everywhere. I set it up. All I need today is a photo of your menu. Can I show you one in a store like yours?"

Swap the opener for what you see: paper menus, a whiteboard, price stickers, blank TVs.

Know it cold

- 01 What it is.** Custom TV menu boards, a QR menu and print menus, all from one menu the owner changes on their phone.
- 02 What the account pays.** Your program's price: \$_____ a month (ask your manager). Full-pay programs: \$0. Say the number. Never say "free" unless it's \$0.
- 03 What you do.** Snap their menu, add your drinks, build their boards, plug in a JAM Player per TV, and hand it over with a QR code.
- 04 What the owner does after.** Changes prices, specials and sold-out items from their phone. The TVs, the QR menu and the print files update.
- 05 What you get.** Your drinks on the board, a reason to come back, and an account that's hard to switch.
- 06 Where to get help.** Click Instructions at the top right of any page in JAM.



Five questions that qualify

- 1 How do you change a price today?** Any answer with "reprint", "sticker" or "marker" is a yes.
- 2 Do you have TVs up front? How many?** Any TV with HDMI works; one JAM Player per TV.
- 3 Who changes the menu here?** That's who you hand it to.
- 4 Are you paying for anything menu-related now?** A digital menu, a designer, printing.
- 5 Which dish sells best?** That's the combo you'll build with your drink.

Three yeses: pitch it now.

Pitch these first

- Paper or whiteboard menus
- Price stickers
- Blank TVs
- A competitor account, or competitor product in your cooler
- Already paying for digital menus

What's in it for you

Win the account.

Walk in with something they'd normally have to pay for.

Keep the account.

It becomes the menu they run every day. Switching means a whole new menu system.

Get more coolers placed.

A new menu is a reason to talk about the cooler and the packages.

Be a partner, not a vendor.

"JAM gives you legitimate reasons to revisit."

PROOF YOU CAN SAY

2 → 4

Esperanza's, Dallas: 20-year competitor account flipped; coolers went from 2 to 4.

100%

La Scala Pizza, Austin: cooler purity.

500+

restaurants, from pizzerias to stadiums.

Top objections, word for word

“What’s the catch?”

“Fair question. We pay [all / part] of the cost, so your price is [\$__] a month.”

Asked what happens if they stop carrying Coca-Cola?
Don’t guess: “Let me find out and come back to you.”

“I don’t have time.”

“That’s why I do the setup. All I need today is a photo of your menu.”

Then: next visit you plug in the players; the install takes under 30 minutes.

“I already have a menu board.”

“Keep the wall. Upgrade the board. When a price changes today, what do you do? (*Let them answer.*)
With this, you change it once on your phone and the TVs, the QR menu and the print menu all match.”

“We use Square.” / “We use Toast.”

Square: “Good. Square connects. Your items, prices and sold-out items update on their own, about every hour, or right away with one tap.”

Toast: “Keep it. Just a Menu connects to Toast: items, prices and sold-out items sync about every hour.”

Anything else: “Keep it. This doesn’t replace your POS; it runs your menu boards next to it.”

Square, Toast, Oracle and Clover sync about every hour. Any other POS runs side by side.

“Who maintains it?”

“You do, from your phone: prices, specials, sold-out. I keep access, so if you want a hand, call me.”

“I’m already paying for digital menus.”

“How much are you paying now? (*Let them answer.*)
Through our program, your price is [\$__] a month.”

Don’t name their provider or quote its prices.

“I don’t have TVs.”

“Start with the QR menu and print menus: same menu, no hardware. When you’re ready for TVs, any TV with an HDMI port works, with one of our players behind it.”

Don’t offer TVs.

“What if the Wi-Fi goes down?”

“The players run on your business Wi-Fi, so we’ll connect them to that, not the guest network. And guests can always open the QR menu on their phones.”

Don’t promise the TV stays on.

The demo in 5 moves

- 1 **A store like theirs.** Open Proof in the Sales Hub, or show mode.
- 2 **Snap their menu. Add Restaurant → Upload Menu.** Turn the phone around at the **Imported Menu Preview**.
- 3 **The sold-out tap.** They scan your demo QR code. You switch an item to **Sold Out**. They refresh: it’s gone.
- 4 **Drinks and combo.** Show the Wing Dash Daily Special or the Artesanal drinks board.
- 5 **The ask.** “Want me to set this up for you?” If they hesitate: “Can I take a photo of your menu?”

Sign-up in 8 steps

- 1 **Add Restaurant** (Outlet Number required)
- 2 **Upload Menu** → check prices → **Accept Import**
- 3 **Beverages:** add your drinks
- 4 **Auto Create Playlist** → **Use this design**
- 5 **QR Menu** → **Make it live**
- 6 Plug in players (business Wi-Fi) → **Link to screen**
- 7 **Activate Location:** Permanent, Seasonal or Temporary
- 8 **Share Outlet** (the link works 7 days)

Help

Instructions, top right in JAM

support@justamenu.com

sales@justamenu.com · (202) 886-2442

Before you leave

Have them mark one item Sold Out on their phone and watch it change.

Leave the sell sheet and the Get set up sheet with your name and number on it. Text the show-mode link the same day.



Open the Sales Hub

draft-jam.webflow.io/saleshub