

Training Guide for Sales and Customer Support

Background

- Our product is an automated delivery management system designed to revolutionize the food delivery experience. It addresses the problem of inefficiencies in traditional food delivery methods, resulting in high operating costs for restaurants and lengthy wait times for customers.

Market Background

- Our ideal customer is any restaurant that delivers food and is looking to streamline their delivery operations. We believe the sales team can find these customers through industry directories, food service trade shows, and online platforms where restaurants seek business solutions.
- Our target audience includes restaurants of all sizes, from small local eateries to large national chains. We aim to roll out our product in urban areas where delivery services are most in demand.
- Our main competitors are established food delivery platforms like Uber Eats and Grubhub.

Product Background

- Our product's main features are:
 1. **Real-time Tracking:** Allows both restaurants and customers to monitor the status and location of their orders.
 2. **Intelligent Routing:** Optimizes delivery routes, reducing delivery times and fuel costs for restaurants.
 3. **Automated Notifications:** Sends updates to customers at key stages of the delivery process.
- Known issues that the sales and customer support teams may need to address will be communicated as they arise.
- Visual elements such as screenshots or mocks will be added once they're available.

Pricing

- Our pricing strategy is a commission-based model, where we charge restaurants a percentage of each order placed through our platform. We also plan to offer volume-based discounts to restaurants with a high number of orders.