

Product Brief – Crucial Detail Metalware

Collection: Porcelain
Pattern Name: Crucial Detail
Pattern Codes: 6328
Lead Time: 20 Days
Available From: October 2012

Introduction

Crucial Detail is a collaboration of inspired materials from around the world to produce projects in porcelain, wood, stainless steel, glass, and a variety of other materials.

The latest collection under a working title of 'Metallurgy' is without doubt of collection of some of the most unique and exquisite pieces of Metalware designed to engage the dinner through abstract visual presentation.

A simple way to describe this truly unique collection is 'Fashion For Food'.

Product Brief

Probing to understand customer needs is key to a successful sales call. The goal of probing is to gain a clear, complete, mutual understanding of your customers needs – resulting in appropriate recommendations.

During the probing try and establish the circumstance

1. **Circumstances:**
 - facts, conditions and events in the customers environment, (e.g. aiming to achieve a Michelin star for the restaurant).

Then listen for their expression of needs

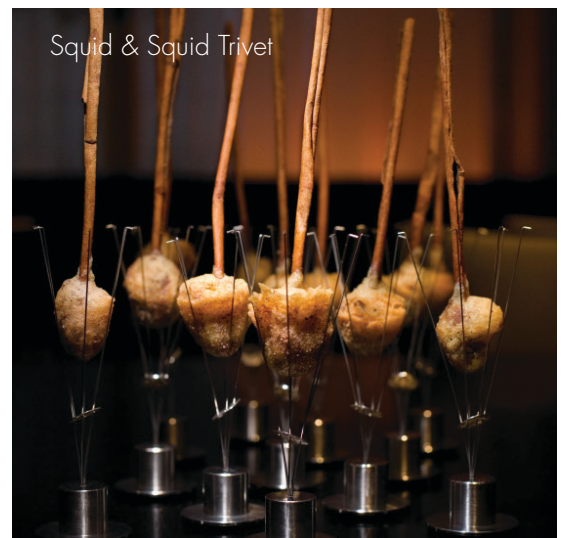
2. **Needs:**
 - specific requirements that the customer has.

Then listen for the need behind the need

3. **Need behind the need:**
 - usually a larger goal the customer wants to achieve and is often related to 3 general areas.
 - a. finance
 - b. performance or productivity
 - c. image



Ice Chip Holder



Squid & Squid Trivet



Bow

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Below are the features and benefits of Crucial Detail Metalware which can help you when supporting the identified needs:

Finance

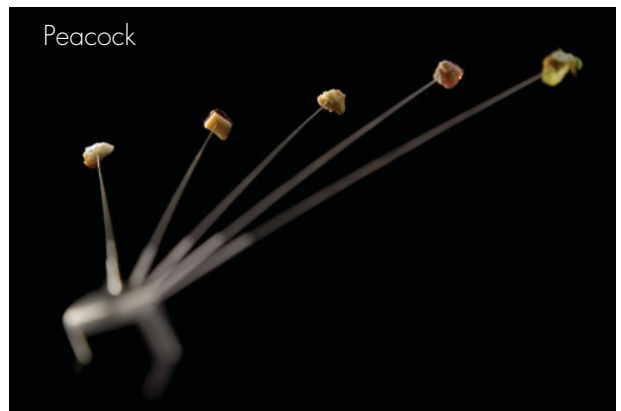
- Superior high quality presentation enhances the restaurant's reputation and attracts custom.

Performance or Productivity

- Ideal for use as part of the tasting menu experience.
- Manufactured to a high standard and hand assembled.

Image

- Unique talking point design
- Cutting edge food presentation.



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Item Code	Description	Pieces per carton
P1215	Eye - Ice Chip Holder	tbc
P1216 P1217	Squid Squid Trivet	tbc tbc
P1218	Bow	tbc
P1219	Cork Presenter	tbc
P1220 P1221	Stainless Pick 5.7cm (2¼") Stainless Pick 8.9cm (3½")	tbc tbc
P1222 P1223	Antenna Antenna Replacement Skewer	tbc ea
P1224 P1224	Peacock Peacock Replacement Skewer	tbc tbc
P1226	Sugar Tongs	tbc
P1227	Bud Vase	tbc