

# Product Brief – Crucial Detail Porcelain

**Collection:** Porcelain  
**Pattern Name:** Crucial Detail  
**Pattern Codes:** Landscape 6315  
Parentheses 6321  
**Lead Time:** 20 Days  
**Available From:** End of Sep/Oct 2012

## Introduction

**Landscape:** Martin Kastner extends his range - A true stand out of the collection, the Landscape series draws on unconventional, almost freeform curves in a liquid/solid type platform.

**Parenthesis:** Just as attention is centred on wording within parenthesis in text, so is emphasis drawn to the food when plated on a Parenthesis piece. Smooth, clean lines of each piece ensures the guest's attention to aesthetic is where it should be - Your 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. looking for signature dish presentation for fine dining).

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



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

## Finance

- Unique shapes offer better presentation and food margin opportunity.

## Performance or Productivity

- High quality porcelain body that is refined and durable.
- Fully tested to ensure suitability for commercial use.

## Image

- Parenthesis is suitable for many styles of cuisine.
- Unconventional freeform curves on Landscape.

FINE  
DINING



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Landscape	Item Code	Description	Pieces per carton
	P1206	Landscape Plate Drift 14.0cm x 14.0cm (5½" x 5½")	tbc
	P1207	Landscape Plate Dune 19.5cm x 19.5cm (7¾" x 7¾")	tbc
	P1208	Landscape Plate Crater 32.0cm x 11.0cm (12 5/8" x 4 3/8")	tbc
Parentheses			
	P1309	Platter 35.5cm x 18.0cm (14" x 7¼")	tbc
	P1310	Platter 32.0cm x 16.5cm (12½ x 6½")	tbc
	P1311	Platter 25.0cm x 12.5cm (10" x 5")	tbc