

BDS Study Guide

Product Knowledge · Competitive Positioning · Sales Methodology

Read this cover to cover before your certification test. Everything you need to book meetings, handle objections, and hold your own on a call with any restaurant operator in the country.

12	41	80%	~20 min
Sections	Test Questions	To Pass	Read Time

Prepared for
PlatePrep BDS Team
Chad Villaflor + all future BDS hires

Authored by
Buddy + Ava Foy
Co-Founders, PlatePrep

Contents

1	The Founder Story	7	Our Ideal Customer
2	What PlatePrep Is (In One Breath)	8	The Pitch — Word for Word
3	Auto-Pilot Mode — The Product	9	The Six Universal Objections
4	The Six Modules	10	Discovery Questions
5	Pricing + Founder's 50	11	Daily Rhythm + Cadence
6	Competitive Positioning	12	Tone + Language Rules (Buddy's Rules)

1 · The Founder Story

Buddy Foy Jr. is Co-Founder. Owns Chateau on the Lake in Bolton Landing, NY (French fine-dining destination on Lake George, running weddings, banquets, and a la carte off one kitchen) and Chateau Anna Maria in Florida (fine dining). Was one of the pioneers of fashion e-commerce in the late 1990s — 30-year hospitality operator and tech founder in one person.

Ava Foy is Co-Founder. Buddy's daughter. Vanderbilt economics major. Runs the analytical side — pricing models, unit economics, financial forecasting.

Why we built PlatePrep. We shut down our Sarasota location because the operational tooling didn't exist to run it the way we needed to. Every operator we know loses four to six points of margin to spreadsheets, manual counts, and generic software built for chains. Restaurant365 gives you accounting. Toast gives you POS. Adaco gives you inventory counts. They all give you tools. Nobody does the work. That's what we built.

Say this on calls: "PlatePrep was built by an operator who lost a restaurant because the software didn't exist. That's what makes it different."

2 · What PlatePrep Is (In One Breath)

"PlatePrep is the AI operating system for independent restaurants. Two inputs — confirm your recipes on day one, then upload sales reports and vendor invoices. Auto-Pilot Mode runs inventory, food cost, ordering, dynamic pricing, and training in 26 languages. No humans touching spreadsheets."

Memorize this exact sentence. If a prospect asks "what is it?" — this is the answer. Don't paraphrase. Don't extend. Deliver it in one breath and stop talking.

The 3-word version: "We do the work."

3 · Auto-Pilot Mode — The Product

Auto-Pilot Mode is the core differentiator. It's what happens after Day One when the operator has confirmed their recipes.

The two inputs:

- 1. Confirm your recipes.** Day one only. The operator reviews and locks their recipe book — 60-200 dishes for most independents. We handle the spec, cost, allergens, and translations into 26 languages.
- 2. Upload sales reports + vendor invoices.** Ongoing. POS export + invoice PDFs (or photos, or emails — we parse anything).

What Auto-Pilot Mode does with those two inputs:

- Runs live inventory (theoretical vs. actual counts, waste tracking)
- Recalculates food cost per plate every time an invoice changes
- Generates the Tuesday morning order guide, pre-built, one-click submit
- Adjusts menu pricing dynamically based on food cost, demand, and margin targets
- Publishes training videos in the cook's native language for every recipe on the menu

Say this on calls: "You confirm recipes on day one. Then you upload sales and invoices. Everything else — inventory, food cost, ordering, pricing, training — runs itself. That's Auto-Pilot Mode."

4 · The Six Modules

When a prospect asks "what's actually in it?" — walk them through these six. They're demoable at plateprepdemo.com under "Try it live."

#	Module	What It Does	Where To Show It
1	Recipes	Full recipe book. Spec, cost, allergens, 26 languages.	demo.plateprep.com/recipe
2	Food Cost	Live margin on every menu item. Moves with the market.	demo.plateprep.com/recipe/edit-recipe/145
3	Order Guide	Tuesday morning purchase order pre-built. One-click submit.	demo.plateprep.com/order-guide
4	AI Chef	Recipe builder. Empowers less experienced chefs.	demo.plateprep.com/recipe/add-ai
5	Training	Video catalog. 26 languages per video.	demo.plateprep.com/video-generation
6	Menu Templates	One menu, every location. Build once, deploy everywhere.	devs.plateprep.com/editor-template

Rule: Never demo more than 2–3 modules on a first call. Ask what hurts most, then show that module. "Save the rest for the pilot walkthrough."

5 · Pricing + Founder's 50

Three tiers, always spelled out on calls:

Tier	Spoken	Written	For
Core	"two hundred and ninety-nine dollars a month"	\$299/mo	Independents. 60-200 recipes. Single location.
Pro	"four ninety-nine"	\$499/mo	Multi-concept operators. Wedding books. High SKU count.
Enterprise	"nine ninety-nine"	\$999/mo	Multi-unit groups. Corporate accounts. API/integrations.

No long-term contract on Core. Pro and Enterprise negotiable.

Founder's 50. The first fifty operators nationwide lock the Core rate for life. That's two hundred and ninety-nine dollars a month, forever, even as we raise prices to \$499 and beyond. The Founder's 50 close is your strongest weapon on any call.

Critical: When you say prices on a call, always spell them out — "two hundred and ninety-nine dollars a month." Never say "two-ninety-nine" or "\$299." Buddy's rule. Sounds bigger, feels more real, closes better.

6 · Competitive Positioning

Prospects will name-drop other tools. Never disparage them — they're legitimate. But know exactly where we sit.

Competitor	What They Do	What We Say
Restaurant365 (R365)	Accounting + inventory backend. Requires a human to run.	"R365 gives you the accounting layer. We sit on top. Two inputs, and pricing + ordering + food cost run themselves."
Toast	POS. Great front-of-house. Weak on kitchen ops.	"Toast is your POS. We plug into it. Auto-Pilot Mode uses your Toast sales data as one of the two inputs."
Adaco (Aptech)	Inventory counts + purchasing. Enterprise-only. Slow.	"Adaco gives you inventory counts. It's a tool. PlatePrep is the automation on top of the tool."
Cheftec / MarketMan	Recipe costing + purchasing. Manual.	"Cheftec is a spreadsheet with a nicer face. We eliminate the spreadsheet."
xtraCHEF (by Toast)	Invoice OCR + food cost. Owned by Toast now.	"xtraCHEF does invoices. We do invoices AND everything downstream — pricing, ordering, training."
Compeat / Crunchtime	Enterprise chain software.	"They're built for chains. We're built for independents. Different animal."

The universal line: "They give you tools. We do the work."

7 · Our Ideal Customer

Perfect fit:

- Chef-driven independent (or 2-4 unit group)
- Fine dining, upscale casual, or destination concept
- 60-300 recipes on the menu book
- Multi-revenue: a la carte + weddings/events + catering
- Family-owned or founder-operated
- Currently using: R365 + Toast + Excel/Google Sheets (this is 80% of the market)
- Owner is on-property and knows the food cost math

Not a fit (don't chase):

- Chain restaurants (McD's, Applebee's, etc.) — different software category
- Ghost kitchens without dine-in — limited value add
- Bars/nightclubs without kitchens
- Operators who won't do the day-one recipe confirm — they'll never activate
- Operators looking for "free trial" — Founder's 50 is a paid commitment

8 · The Pitch — Word for Word

Opening line (call):

"Hi [Name], this is Chad calling from PlatePrep in New York. We're an operator-owned software company — Buddy Foy owns Chateau on the Lake in Bolton Landing and Chateau Anna Maria down in Florida. We built PlatePrep because our own teams were losing four to six points of margin to manual inventory and menu costing. You came up first on our list of operators who'd get real value from what we built. Do you have two minutes?"

The hook:

"Two inputs. Confirm your recipes on day one. Upload sales reports and vendor invoices ongoing. Auto-Pilot Mode runs your inventory, food cost, ordering, and dynamic pricing without a human touching a spreadsheet. Restaurant365 gives you tools. Toast gives you tools. Adaco gives you tools. PlatePrep does the work."

The peer parallel:

"You run [reference something specific — wedding book, wine program, farm-driven menu]. Buddy runs the exact same profile at the Chateau. When we call, we're not selling software — we're comparing notes with a peer who solved this problem."

The close (Founder's 50):

"Founder's 50 locks the Core rate for life. Two hundred and ninety-nine dollars a month, capped at fifty operators nationwide. Fifteen-minute demo, and if it makes sense, you're in. If not, you keep the pocket card. Wednesday around 3:30 PM works — that's the dead-time between services in most kitchens. Does that work for you or should we look at Thursday?"

Sign off every call and email with: "Have a great service." That's our tribal sign-off. It signals to operators we speak their language.

9 · The Six Universal Objections

Every prospect surfaces one of these six. Memorize the response. On a live call, don't reach for the script — reach for a story from Chateau on the Lake.

1. "What does it cost?"

"Core is two hundred and ninety-nine dollars a month. Pro is four ninety-nine. Enterprise is nine ninety-nine. No long contract on Core. Founder's 50 locks the Core rate for life if we sign in the first ninety days — and that's capped at fifty operators nationwide."

2. "We're slammed right now, can't look at anything new."

"Totally get it — that's exactly when Auto-Pilot Mode does the most work. Wednesday around 3:30 PM is usually the dead-time between services. Fifteen minutes on a demo, and I'll be gone before family meal. If it's not for you, you keep the pocket card."

3. "Just send me some info."

"Happy to email the one-pager after we talk — but honestly, the reason I called is that this is easier to see than to read. Ten minutes on Zoom, I'll show you your own numbers running through it. If it makes sense, we keep talking. If not, I'll drop the leave-behind next time I'm in town."

4. "We already use Restaurant365 / Toast / Adaco."

"Perfect — PlatePrep sits on top. R365 gives you the accounting layer, Toast gives you the POS, Adaco gives you inventory counts. They all give you tools. We do the work. Two inputs, and Auto-Pilot Mode runs your ordering, food cost, and dynamic pricing without a human touching a spreadsheet."

5. "We're too small for something like this."

"Twelve-to-sixteen-seat tasting rooms are actually our sweet spot — that's where every point of margin matters most and where you can't afford to hire an inventory manager. If you can name every plate on your menu, PlatePrep can cost every plate on your menu."

6. "I need to think about it / talk to my partner."

"Absolutely, take the time you need. One thing to know while you're thinking — Founder's 50 is capped at fifty operators nationwide, and once we hit fifty, the Core rate resets. If you want us to hold the spot while you talk to your partner, I'll flag it in our system for two weeks. After that, I'll release it."

10 · Discovery Questions

Before you pitch, understand. Ask 3–5 of these on any first call.

1. How many recipes are on your menu book right now, roughly?
2. What are you running for food cost — is it locked or does it drift?
3. Who does your ordering, and how long does it take on a Tuesday morning?
4. What POS are you on? Toast? Square? Other?
5. Do you have a wedding or events business, or is it primarily a la carte?
6. What's the biggest operational headache in the kitchen right now — inventory, waste, training, something else?
7. How do you cost a new menu item today?
8. How many languages does your BOH team speak?
9. When was the last time you re-priced the menu based on cost changes?
10. Who owns the P&L — you or an operating partner?

The rule: Two ears, one mouth. Talk 30% of the discovery call. Listen 70%. The operator will hand you the pitch angle.

11 · Daily Rhythm + Cadence

Weekly minimums (from Week 4 forward):

- 30 outbound calls per day
- 30 personalized emails per day
- 30 SMS follow-ups per day
- 5 meetings booked per week (minimum)
- 2 pilots closed per month (minimum)

Daily rhythm (suggested):

Day	Morning (9-12)	Afternoon (1-5)
Monday	10 calls to Top-tier list	10 SMS + 10 emails to no-answers
Tuesday	10 calls, second-touch	Book demos for Wed/Thu
Wednesday	Demos + Zoom calls	Post-demo follow-ups + Next-tier calls
Thursday	10 calls to Next-tier	Zoho pipeline review with Buddy
Friday	10 final calls + scorecard	Weekend prep + Monday call blocks

Every touch logged in Zoho. Every single one. If it's not in Zoho, it didn't happen.

12 · Tone + Language Rules (Buddy's Rules)

- **Prices spelled out.** Always: "two hundred and ninety-nine dollars a month." Never: "\$299" or "two-ninety-nine."
- **Co-Founder, not Founder.** Buddy is Co-Founder with Ava. Same for how you refer to leadership.
- **"We" and "our team,"** not "I." Buddy's rule — "I don't wanna sound like a narcissist."
- **"PlatePrep" — one word.** Never "Plate Prep."
- **"Have a great service"** — tribal sign-off on every email, every call, every text.
- **Never say "shut up."** Use "pause" instead. Buddy's rule.
- **Never disparage a competitor.** They're legitimate — we just sit differently. "R365 gives you tools. We do the work."
- **Never use the phrase "Performance Food Group" or "PFG" externally.** Internal use only.
- **Ava is Co-Founder publicly.** Vanderbilt econ major, unit economics + pricing models. Reference her when it's natural.
- **We're bootstrapping, not raising.** If a prospect asks about funding: "We're operator-owned. That's the point."

You've finished the study guide.

Head back to plateprepdemo.com/card · password 86stress · click the BDS TEST tab. 41 questions. Two attempts. Passing is 80%. Have a great service.