



Objection / Resolution Reference Tool

Objection	Resolution
Price is too high	<p>TrueFlame has the high-quality features and materials one should expect in a premium grill (304 Stainless, flame thrower ignition, heat zone separators, etc.) PLUS ALL THE FEATURES THAT SEPARATE TRUEFLAME:</p> <ul style="list-style-type: none"> • Architectural design, luxury look • Luxury and innovative features such as the tension adjustable hood, square grates, and a textured handle • Industry leading warranty • Family owned and operated - Excellent customer and warranty service
Lack of brand recognition	<p>While the brand TrueFlame may be new to the industry, AMD Direct has been producing high quality BBQ's for over 20 years and has a strong reputation in the industry.</p> <p>A national marketing campaign for TrueFlame is underway and the brand will be consistently promoted on the web, social, and marketing campaigns.</p>
Stainless Steel isn't marine grade	<p>TrueFlame does not use marine grade stainless steel but the consumer is indeed covered. TrueFlame warrants against rust and does not discriminate about the application (e.g. beside a pool, on the coast, etc.).</p> <p>TrueFlame also has the benefit of having the Doors/Drawers/Vent Hoods made in the USA.</p>
The lifetime warranty is the same as the other brands	<p>All lifetime warranties are not the same. The devil is in the details.</p> <ul style="list-style-type: none"> • AMD Gold Standard Warranty is the best warranty in the industry • Lifetime on all stainless grill components. Most grills in this category spell it out by individual part, TrueFlame's warranty is a "blanket" lifetime warranty on ALL SS components • 3 years on electrical (competition 1 year) and compressors of outdoor rated refrigeration (competition 1 year)
Isn't this just a Blaze without the brand	<p>TrueFlame is made of high-quality parts and materials like some select top brands, but what makes TrueFlame the premium grill is it's:</p> <ul style="list-style-type: none"> • Architecturally design, superior look and feel • Innovative cooking and safety features that consumers will immediately recognize and appreciate • Best warranty in its class <p>"Took the best aspects of grills in its category, added luxury grill features, and produced a high performing and looking grill that is backed up with the best-in-class warranty, and all at a competitive price point."</p>

