007 The Competitor with Deeper Pockets

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/007-the-competitor-with-deeper-pockets-2/

The Demand

Name one Guest relationship in your operation that would survive a well-funded competitor opening across the street — not because your food is better, but because the relationship is irreplaceable. Now name one that would not. The gap between those two Guests is the gap in your moat. Every shift is an opportunity to close it. Start tonight.

The Work

The Relationship Audit
Name one Guest relationship that would survive a well-funded competitor opening across the street:

What makes it irreplaceable?

Name one Guest relationship that would not survive it:

What is missing — is this a habit Guest or a loyalty Guest?

The Two-Phase Defense
Is a competitor coming to your market — announced, rumored, or possible?
[ ] Yes — opening in _____ months
[ ] No — but I should be building the defense anyway
Phase 1 — Full audit (what have you stopped seeing?)
Name one exterior or physical element you have habituated to:

Name one menu item or service standard that has drifted:

Name one cast member whose hospitality has gone flat:

Name one digital presence gap (photos, hours, reviews):

The Pow Wow
Name three Guests you will call in for an honest conversation this week:

1. _____
2. _____
3. _____

What specific questions will you ask them?

The Honest Conversation

When the competitor opens, what is your "here is what we are NOT doing about it" statement?

What are you doubling down on instead?