088 How the Operator Sees the Value Market

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/088-how-the-operator-sees-the-value-market-2/

The Demand

Tomorrow, walk the floor and ask the three questions your Guest is actually asking as they eat: was it worth it, was I taken care of, did I enjoy myself. 'Poor service' is just a Guest's language for a broken value equation, not a complaint about speed. Find the equation and fix that, not just the ticket time.

The Work

Walk the floor tomorrow and ask the three questions your Guest is actually asking as they eat:
Was it worth it?
Was I taken care of?
Did I enjoy myself?
The last time you heard "poor service" as feedback, was it really about speed, or a broken value equation?
The specific equation you will fix this week — not the ticket time, the value ratio underneath it: