2160 See the Guest in Front of You

Product Book · https://kb.jeffreysummers.com/docs/2160-see-the-guest-in-front-of-you/

Not the spreadsheet. Not the schedule. The person standing in front of you — that's the whole job.

Not the systems, not the strategy, not the marketing plan — the person. The one standing at your host stand waiting to be acknowledged. The one on your team who needs something from you that you haven't noticed yet. The one celebrating something at table six that you could honor with thirty seconds of genuine attention.

Every argument in this book — about culture, about hiring, about coaching, about Guest experience, about brand — comes down to this. The willingness to actually see the people in front of you.

When you do that — consistently, deliberately, as a standard and not an accident — everything else follows. The culture builds itself. The brand earns itself. The word of mouth generates itself. Marketing, at its most fundamental level, is just this: making people feel seen.

This is how you make the position of others irrelevant.

Most times, it is the simplest of moments which create the most meaningful and unforgettable experiences — and remind us of just how important it is that we make them human.