2190 The Guests Name

Product Book · https://kb.jeffreysummers.com/docs/2190-the-guests-name/

The second most powerful marketing element in your restaurant costs nothing and requires no technology, no budget, and no campaign. It's a Guest's name. Using it. Correctly.

Not performatively — genuinely, naturally, in the flow of a real interaction. When a Guest hears their name from someone who remembered it without being reminded, something shifts. The transaction ends. The relationship begins.

Correctly is the operative word. A name used incorrectly is worse than no name at all. Getting someone's name wrong isn't just a mistake. It's a statement. It says: I didn't care enough to pay attention to how you see yourself.

Details are the brand. An unseen Guest is a Guest who is already looking for somewhere else to feel known.