2230 Product The Conversion

Product Fieldbook · https://kb.jeffreysummers.com/docs/2230-product-the-conversion/

The Demand

Tomorrow, identify one first-time Guest during your shift and make sure two things happen before they leave: your cast genuinely sees them, and someone makes the direct ask — come back, and reach out to us next time, we'll take care of you. Not a script, not a QR code. Decide, tonight, whether that ask happened or whether the window closed with the door.

The Work

Your current first-time-to-return conversion rate, if you know it:

Rate for personalized one-to-one follow-up after a first visit versus none — your operation's actual practice:

Do you currently have a system for identifying first-time Guests as they walk in — yes or no:

Was the last first-time Guest you served left at zero (fed only) or above zero (fed and felt something) — name the specific visit:

Did anyone make the direct, genuine ask for them to come back before they walked out — yes or no:

Who currently owns making that ask on your floor, and is it happening consistently or by accident:

The one change you will make this week so every first-time Guest gets the direct ask before the window closes: