2240 Product The GX Outside the Restaurant

Product Fieldbook · https://kb.jeffreysummers.com/docs/2240-product-the-gx-outside-the-restaurant/

The Demand

Before your next shift, identify one Guest who celebrated something in your building in the last thirty days. Find their contact information and send them something personal today — not a promotion, not a survey, a note that references the specific occasion. Decide to do this ten times this week, and design the system that makes it happen every week without you personally remembering to trigger it.

The Work

The Guest who celebrated something in your building in the last thirty days:

What you know about the occasion specifically:

What personal, non-promotional message will you send them today:

What does your operation currently hand a celebrating Guest on the way out — a card, a photo, nothing — name your current [GX Extension] discipline:

Do you have [Guest History] detailed enough to send a birthday or anniversary note before the date arrives, rather than after — yes or no:

Is your social media presence currently sustaining relationships in the gap between visits, or broadcasting promotions at followers — your honest read:

Name one behind-the-scenes access point — a kitchen walk, a farm visit, a cellar tour — you could offer your best Guests that no chain could replicate:

The ten Guests you will personally reach out to this week, and the system you will build so this happens every week without relying on memory: