2280 Product Unobtrusive vs Anticipatory

Product Fieldbook · https://kb.jeffreysummers.com/docs/2280-product-unobtrusive-vs-anticipatory/

The Demand

Tomorrow, change your cast's opening line at the table. Replace "Hi, my name is Sally and I'll be your server tonight" with a real question — what are we celebrating, is this your first time with us. Watch what the answer lets your cast do differently for that table. Decide whether your service is currently unobtrusive or anticipatory, and commit to training the question, not just the greeting.

The Work

Your cast's current standard opening line at the table:

The question you will replace it with:

The last table where nobody asked what the occasion was, and the visit was handled the same as every other table:

Unobtrusive or anticipatory — which one describes your operation's actual default, honestly:

What did the Guest supply themselves — the conversation, the occasion, the warmth — that your operation should have supplied instead:

The one training change you will make this week so your cast asks the door-opening question instead of reciting the menu-first script: