2355 Leading the Experience Through the Menu

Product Fieldbook · https://kb.jeffreysummers.com/docs/2355-leading-the-experience-through-the-menu-2/

The Demand

Pick one server tomorrow and listen to how they open the menu conversation at their first table. If it is a recitation of the specials or an upsell toward the three most expensive items, name the difference between that and leading the experience — asking what the table is celebrating, recommending the dish the kitchen manager is proud of this week, guiding toward the best version of the Guest's evening. Coach that one server on that one distinction before their next table.

The Work

Name the server and table you listened to:

Reciting or Leading:

Did the server ask a version of "what are we celebrating tonight" before naming a menu item — yes or no:

Could the server speak knowledgeably about only the three most expensive items, or about the dish the kitchen manager is proud of, a pairing, and a regular's favorite dessert:

Menu ambassador diagnostic:

Rate this server's menu knowledge beyond price point (1-5):

Name one piece of menu knowledge — a story, a pairing, a kitchen manager's pride dish — this server does not yet have:

The coaching conversation you will have with this server before their next shift, and the one piece of knowledge you will give them: