2405 Know Your Guests Before You Price

Product Fieldbook · https://kb.jeffreysummers.com/docs/2405-know-your-guests-before-you-price-2/

The Demand

Before your next pricing decision, answer honestly: who is actually sitting at your tables, night after night — not who you hoped would, not who the concept was designed for on paper. Name whether you have a price-sensitive Guest or a value-sensitive Guest, and decide whether your current menu is priced for the Guest you have or the one you imagined.

The Work

Who is actually walking in, night after night — describe them, not your original concept target:

Price-sensitive or value-sensitive:

Does this Guest decide based on the number, or on whether the experience justified the number:

Is your current menu built for the Guest you have, or the one you designed for on paper:

The value delivery check:

Is your price currently being questioned by Guests — yes or no:

If yes, is that a pricing problem or a value delivery problem:

The one gap between what you deliver and what you charge that you will close this month: