2530 Product Theyre Not a Partner Theyre Competition

Product Fieldbook · https://kb.jeffreysummers.com/docs/2530-product-theyre-not-a-partner-theyre-competition/

The Demand

Before your next shift, pick one Guest who arrived through a third-party platform this week and track what happens to them after they sit down — do they leave as a platform transaction, or as a Guest you have converted into a direct relationship. Name your current strategy, if any, for converting platform-acquired Guests into direct ones. Build one specific step this week — a card, a direct-booking incentive, a follow-up — that starts converting acquisition into relationship before the next platform order arrives.

The Work

Name the third-party platform sending you the most covers right now:

Do you currently have a deliberate strategy for converting platform Guests into direct relationships — Yes or No:

Pick one Guest who arrived this week via that platform. What happened after they sat down:

Did they leave with any reason or mechanism to book direct next time — Yes or No:

Rate how much relationship work is currently left undone when you accept a platform-sent cover, 1-5:

The specific tactic you will build this week to convert platform Guests into direct ones — name it:

How you will know it worked — the metric or behavior you will track: