2640 The Transactional Trap

Product Fieldbook · https://kb.jeffreysummers.com/docs/2640-the-transactional-trap-2/

The Demand

Walk into your next shift and identify one Guest-facing decision currently running on manipulation — a discount, a promotion, an urgency-based offer — versus one running on inspiration, something worth believing in. Name which Guests in your dining room you are treating like a first-time acquisition target and which loyal Guests you are quietly ignoring. Decide this week to redirect one gesture — the comp, the owner visit, the special attention — from the new Guest to the Guest who has earned it through years of trust.

The Work

Name a current promotion, discount, or acquisition tactic in your operation:

Manipulation or Inspiration:

Which one is this tactic — name it honestly:

What happens to the Guests it attracts the moment a competitor offers something cheaper:

The acquisition-versus-retention audit:

What special treatment do new Guests currently receive that your long-standing Guests do not:

Name one Guest who has dined with you dozens of times who received less attention than a first-timer this month:

Trust as a bet:

Where in your operation are you guaranteeing the transaction through systems and contracts — Road 1 — versus making a trust bet with exposure — Road 2:

The gesture you will move from new-Guest acquisition to loyal-Guest retention this week: