2645 One Guest at a Time

Product Fieldbook · https://kb.jeffreysummers.com/docs/2645-one-guest-at-a-time-2/

The Demand

Pick one Guest on your next shift and make the entire interaction about them — not a coupon, not a shortcut, not a hack for volume. Name the specific thing you or your cast will do to make that one Guest's experience part of the rhythm of their life. Decide, at the end of the shift, whether that moment was built one Guest at a time or manufactured through a discount.

The Work

Name the Guest you focused on this shift:

One Guest at a time:

What specific thing did you or your cast do to make an impact on this one Guest:

Was it earned through genuine attention or incentivized through a discount or promotion:

Rate, 1-5, how much of your current volume strategy depends on discounts and promotions versus one-Guest-at-a-time trust building:

The operators who chase volume through promotions burn cash on deal-seekers with zero loyalty — name one place in your operation where you are doing this right now:

The one thing you will do differently tomorrow to build volume one Guest at a time instead of one promotion at a time: