2655 Its OK to Play Favorites Here Too

Product Fieldbook · https://kb.jeffreysummers.com/docs/2655-its-ok-to-play-favorites-here-too-2/

The Demand

Before your next shift, name one Guest who visits multiple times a week and calculate, roughly, what they are worth to your business over a year. Decide this week one specific way you will give that Guest more — more attention, more personalization, more recognition — than the Guest who walks in once and complains about the bread. Every Guest gets your standard. Your most valuable Guests get more.

The Work

Name a high-frequency Guest in your operation:

The value calculation:

Approximate visits per week and average check:

Estimated annual value to your business:

Do they currently receive more recognition than a first-time or occasional Guest, yes or no:

Rate, 1-5, how well this Guest is currently known and remembered by your cast:

The one specific way you will make this Guest feel like an insider this week — name the gesture:

The Guest you will apply the same standard to next: