2695 Retail Marketing Doesnt Work Here

Product Fieldbook · https://kb.jeffreysummers.com/docs/2695-retail-marketing-doesnt-work-here-2/

The Demand

Before your next shift, find one place in your operation where you are treating a Guest like a Guest completing a transaction rather than a Guest experiencing something meaningful. Name the retail-style thinking behind it — throughput, efficiency, moving them along — and decide this week to replace it with a hospitality move instead.

The Work

Name a moment or process in your operation that currently runs on throughput logic:

Guest or Guest:

Is this moment designed to complete a transaction efficiently, or to create an experience:

What would change if you treated this stage of the visit as the beginning of a relationship instead of the end of a sale:

Where in your pricing or positioning have you started competing on commodity terms because a moment felt transactional:

The one hospitality strategy you will apply to this moment this week instead of a retail one: