

Plan 8: Average Guest Check

30-DAY OUTCOME Increase average check through useful recommendations, menu knowledge, and complete hospitality—not pressure or manipulation.

Control	Plan Requirement
Plan owner	_____
Start and end dates	_____ to _____
Baseline period	_____
Primary shift/daypart	_____
Supporting roles	_____

Measures and targets

Measure	Baseline	Day-30 Target	Actual
Average check per guest	_____	_____	_____
Appetizer attachment	_____	_____	_____
Beverage attachment	_____	_____	_____
Dessert attachment	_____	_____	_____
Add-on attachment	_____	_____	_____
Guest complaints about selling	_____	_____	_____

Recommended target boundaries

- Increase average guest check 3–5% where capacity and concept support it
- Improve at least two attachment categories
- Achieve consistent recommendation observations
- No increase in pressure-related complaints

Likely causes to test—not assume

- Weak menu knowledge
- Generic scripted selling
- Poor timing
- Employees assume what guests can afford
- No measurement by opportunity

Minimum operating standard

- Recommend only items that fit the guest's stated preferences and occasion
- Use specific descriptions and genuine choices
- Offer at appropriate service checkpoints
- Respect the first clear decline

Training requirements

- Menu knowledge and tasting
- Preference questions
- Specific recommendation language
- Ethical sales boundaries

The 30-Day Action Calendar

Day	Phase	Required Action
1	Measure	Establish average check and attachment baselines
2	Measure	Observe current recommendation behavior
3	Measure	Identify high-value, high-satisfaction opportunities
4	Measure	Review item availability and operational capacity
5	Measure	Select two categories for the initial focus
6	Define	Share baseline findings with managers and confirm no coaching began early
7	Define	Approve the target, definitions, and data owner
8	Define	Train menu knowledge through taste, description, and pairing
9	Define	Practice preference-based questions and recommendations
10	Define	Define natural appetizer, beverage, add-on, and dessert moments
11	Train/Pilot	Set observation—not quota—expectations
12	Train/Pilot	Pilot with one meal period and review guest response
13	Train/Pilot	Observe the pilot without rescuing every difficulty
14	Train/Pilot	Revise the standard only when evidence supports the change
15	Train/Pilot	Confirm every affected employee received training
16	Execute	Expand coaching to all servers
17	Execute	Track attachment and average check by shift without public rankings
18	Execute	Recognize helpful, accurate recommendations
19	Execute	Correct robotic scripts and repeated pressure
20	Execute	Compare sales lift with complaints, comps,

Day	Phase	Required Action
		and ticket time
21	Execute	Hold a ten-minute mid-plan review with assigned owners
22	Execute	Document exceptions, causes, and corrective actions
23	Execute	Recheck the highest-risk handoff
24	Stress-Test	Refresh weak menu knowledge
25	Stress-Test	Review results by daypart and guest occasion
26	Stress-Test	Confirm kitchen and bar capacity remain protected
27	Stress-Test	Complete final check and attachment analysis
28	Verify/Hold	Lock weekly coaching and monthly menu-opportunity review
29	Verify/Hold	Obtain employee feedback on usability
30	Verify/Hold	Assign the ongoing report owner

Weekly Review Record

Review	Result	Primary Cause	Decision / Owner	Due
Day 7				
Day 14				
Day 21				
Day 27				
Day 30				

Day-30 Verification

- Was the baseline measured consistently? ☐ Yes ☐ No
- Was the standard trained and observed? ☐ Yes ☐ No
- Did the primary metric improve? ☐ Yes ☐ No
- Were safety, quality, hospitality, and fairness protected? ☐ Yes ☐ No
- Decision: ☐ Standardize ☐ Extend controlled test ☐ Redesign ☐ Stop

Sustainment rule: Review average check with guest satisfaction, attachment, comps, and ticket time so sales growth never damages hospitality.

Manager verification: _____ Date: _____ Next review: _____