

Plan 8: Average Guest Check

60-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-60 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 60-Day Guided Action Calendar

Day	Phase	Required Action
1	Learn/Measure	Establish average check and attachment baselines
2	Learn/Measure	Review the completed step with the plan owner; clarify questions and document what was learned
3	Learn/Measure	Observe current recommendation behavior
4	Learn/Measure	Repeat the step on a second representative shift or sample before accepting the result
5	Learn/Measure	Identify high-value, high-satisfaction opportunities
6	Learn/Measure	Explain the purpose to the affected employees and confirm understanding in plain language
7	Learn/Measure	Review item availability and operational capacity
8	Learn/Measure	Observe the process without taking over; record where additional instruction is needed
9	Learn/Measure	Select two categories for the initial focus
10	Learn/Measure	Coach one identified gap, allow another attempt, and document the evidence of improvement
11	Define/Prepare	Share baseline findings with managers and confirm no coaching began early
12	Define/Prepare	Check the result against safety, quality, hospitality, fairness, and workload boundaries
13	Define/Prepare	Approve the target, definitions, and data owner
14	Define/Prepare	Review the completed step with the plan owner; clarify questions and document what was learned
15	Define/Prepare	Train menu knowledge through taste, description, and pairing
16	Define/Prepare	Repeat the step on a second representative shift or sample before accepting the result
17	Define/Prepare	Practice preference-based questions and recommendations

Day	Phase	Required Action
18	Define/Prepare	Explain the purpose to the affected employees and confirm understanding in plain language
19	Define/Prepare	Define natural appetizer, beverage, add-on, and dessert moments
20	Define/Prepare	Observe the process without taking over; record where additional instruction is needed
21	Train/Practice	Set observation—not quota—expectations
22	Train/Practice	Coach one identified gap, allow another attempt, and document the evidence of improvement
23	Train/Practice	Pilot with one meal period and review guest response
24	Train/Practice	Check the result against safety, quality, hospitality, fairness, and workload boundaries
25	Train/Practice	Observe the pilot without rescuing every difficulty
26	Train/Practice	Review the completed step with the plan owner; clarify questions and document what was learned
27	Train/Practice	Revise the standard only when evidence supports the change
28	Train/Practice	Repeat the step on a second representative shift or sample before accepting the result
29	Train/Practice	Confirm every affected employee received training
30	Train/Practice	Explain the purpose to the affected employees and confirm understanding in plain language
31	Guided Execution	Expand coaching to all servers
32	Guided Execution	Observe the process without taking over; record where additional instruction is needed
33	Guided Execution	Track attachment and average check by shift without public rankings
34	Guided Execution	Coach one identified gap, allow another attempt, and document the evidence of improvement
35	Guided Execution	Recognize helpful, accurate recommendations
36	Guided Execution	Check the result against safety, quality, hospitality, fairness, and workload boundaries
37	Guided Execution	Correct robotic scripts and repeated pressure
38	Guided Execution	Review the completed step with the plan

Day	Phase	Required Action
		owner; clarify questions and document what was learned
39	Guided Execution	Compare sales lift with complaints, comps, and ticket time
40	Guided Execution	Repeat the step on a second representative shift or sample before accepting the result
41	Guided Execution	Hold a ten-minute mid-plan review with assigned owners
42	Guided Execution	Explain the purpose to the affected employees and confirm understanding in plain language
43	Guided Execution	Document exceptions, causes, and corrective actions
44	Guided Execution	Observe the process without taking over; record where additional instruction is needed
45	Guided Execution	Recheck the highest-risk handoff
46	Guided Execution	Coach one identified gap, allow another attempt, and document the evidence of improvement
47	Stress-Test	Refresh weak menu knowledge
48	Stress-Test	Check the result against safety, quality, hospitality, fairness, and workload boundaries
49	Stress-Test	Review results by daypart and guest occasion
50	Stress-Test	Review the completed step with the plan owner; clarify questions and document what was learned
51	Stress-Test	Confirm kitchen and bar capacity remain protected
52	Stress-Test	Repeat the step on a second representative shift or sample before accepting the result
53	Stress-Test	Complete final check and attachment analysis
54	Stress-Test	Explain the purpose to the affected employees and confirm understanding in plain language
55	Verify/Hold	Lock weekly coaching and monthly menu-opportunity review
56	Verify/Hold	Observe the process without taking over; record where additional instruction is needed
57	Verify/Hold	Obtain employee feedback on usability
58	Verify/Hold	Coach one identified gap, allow another attempt, and document the evidence of improvement

Day	Phase	Required Action
59	Verify/Hold	Assign the ongoing report owner
60	Verify/Hold	Check the result against safety, quality, hospitality, fairness, and workload boundaries

Weekly Review Record

Review	Result	Primary Cause	Decision / Owner	Due
Day 10				
Day 20				
Day 30				
Day 40				
Day 50				
Day 60				

Day-60 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: _____