

THE GRAVITY RESTAURANT LEADERSHIP SYSTEM



The Gravity Growth and Sales Building System

Thirty editable, print-ready operating tools for sustainable restaurant growth and disciplined sales execution.

FORMS AND TEMPLATES LIBRARY

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Author: Thomas Butler

How to Use This Forms Library

Customize restaurant names, roles, definitions, authority, timing, systems, and data sources before approval. Keep one controlled editable master, distribute only approved working versions, and connect active records to the digital control workbook.

1. Select the required tool by GRV-G ID.
2. Confirm the owner, decision, data source, and cross-system approvals.
3. Customize the operating standard without deleting required controls.
4. Approve the official version and remove conflicting drafts.
5. Complete the record where the work occurs.
6. Review the evidence and choose continue, change, stop, escalate, or scale.

DATA BOUNDARY Keep detailed personal contact, permission, suppression, preference, and outreach history in GRV-R. Use controlled IDs and aggregate evidence here unless personal detail is operationally required and approved.

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Growth Baseline & Opportunity Audit

Tool ID	GRV-G01	Owner	GM/Owner
Category	Market Position & Growth Strategy	Frequency	Quarterly

Purpose: Establishes the current demand, revenue, channel, conversion, capacity, and evidence baseline before new growth work begins.

BASELINE PERIOD

Location	_____	Period	_____
	-		-
Prepared by	_____	Approved data sources	_____
	-		-
Known limitations	_____		-
	-		-

CURRENT EVIDENCE

Sales and contribution	_____	Traffic and average check	_____
	-		-
Channel mix	_____	Lead and conversion data	_____
	-		-
Capacity constraints	_____	Visibility condition	_____
	-		-

OPPORTUNITY DECISION

Largest verified gap	_____	Strongest asset	_____
	-		-
Priority opportunity	_____	Owner	_____
	-		-
First action	_____	Review date	_____
	-		-

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
	-		-
Decision/action	_____	Next review	_____
	-		-

Control note: Use the approved version of GRV-G01. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Market & Trade Area Profile

Tool ID	GRV-G02	Owner	Growth Owner
Category	Market Position & Growth Strategy	Frequency	Semiannual

Purpose: Defines the practical market, demand generators, customer movement, access conditions, and data sources around the restaurant.

TRADE AREA

Location	_____	Primary radius/time	_____
	—		—
Secondary area	_____	Access/parking/ transit	_____
	—		—
Delivery area	_____		
	—		

DEMAND EVIDENCE

Population/ households	_____	Daytime population	_____
	—		—
Employers and institutions	_____	Tourism/events	_____
	—		—
Residential growth	_____	Data source/date	_____
	—		—

IMPLICATIONS

Demand generators	_____	Access barriers	_____
	—		—
Daypart opportunity	_____	Priority zone	_____
	—		—
Next research action	_____		
	—		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
	—		—
Decision/action	_____	Next review	_____
	—		—

Control note: Use the approved version of GRV-G02. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Guest Segment & Occasion Map

Tool ID	GRV-G03	Owner	Growth Owner
Category	Market Position & Growth Strategy	Frequency	Quarterly

Purpose: Connects priority guest segments to occasions, needs, barriers, value propositions, and reachable channels without storing personal contact data.

SEGMENT

Segment name	_____	Occasion	_____
	—		—
Need/job	_____	Decision factors	_____
	—		—
Frequency/value potential	_____		
	—		

FIT AND ACCESS

Restaurant promise	_____	Proof	_____
	—		—
Barrier	_____	Reachable channels	_____
	—		—
Capacity fit	_____		
	—		

PRIORITY

Priority level	_____	Owner	_____
	—		—
Experiment	_____	Success measure	_____
	—		—
Review date	_____		
	—		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
	—		—
Decision/action	_____	Next review	_____
	—		—

Control note: Use the approved version of GRV-G03. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Competitive Position & Differentiation

Review

Tool ID	GRV-G04	Owner	GM/Owner
Category	Market Position & Growth Strategy	Frequency	Quarterly

Purpose: Compares the restaurant with real alternatives and converts differentiation claims into evidence that guests can recognize.

ALTERNATIVE

Competitor/ alternative	_____	Market/location	_____
Guest/occasion	_____	Price/value position	_____
Evidence source/date	_____		

COMPARISON

Why guests choose them	_____	Where we are stronger	_____
Where they are stronger	_____	Claim we can prove	_____
Claim we must stop	_____		

DECISION

Differentiation statement	_____	Proof needed	_____
Operating change	_____	Owner	_____
Due date	_____		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
Decision/action	_____	Next review	_____

Control note: Use the approved version of GRV-G04. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Annual Growth Strategy & Revenue Goal Map

Tool ID	GRV-G05	Owner	Owner/GM
Category	Market Position & Growth Strategy	Frequency	Annual; monthly review

Purpose: Turns approved goals into channel priorities, owners, guardrails, milestones, and review decisions.

GOAL

Planning year	_____	Location	_____
Growth goal	_____	Contribution goal	_____
Baseline/source	_____		

STRATEGY CHOICES

Priority segments	_____	Priority occasions	_____
Priority channels	_____	Growth bets	_____
What we will not pursue	_____		

CONTROL

Owner	_____	Budget/authority	_____
Milestones	_____	Guardrails	_____
Monthly review	_____	Stop/change triggers	_____

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
Decision/action	_____	Next review	_____

Control note: Use the approved version of GRV-G05. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Local Visibility & Discovery Audit

Tool ID	GRV-G06	Owner	Growth Owner
Category	Local Visibility & Demand Generation	Frequency	Monthly

Purpose: Tests whether priority guests can accurately discover, understand, trust, and reach the restaurant across major local discovery paths.

DISCOVERY PATH

Search/listing/platform	_____	Priority query/use	_____
Owner	_____	Audit date	_____

GUEST TEST

Can find us	_____	Accurate hours/location	_____
Clear offer/menu	_____	Trust evidence	_____
Action path works	_____	Accessibility check	_____

CORRECTION

Gap	_____	Priority	_____
Owner	_____	Due date	_____
Verification link/date	_____		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
Decision/action	_____	Next review	_____

Control note: Use the approved version of GRV-G06. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Local Listing & Search Presence Control

Tool ID	GRV-G07	Owner	Digital Owner
Category	Local Visibility & Demand Generation	Frequency	Monthly and at change

Purpose: Controls listing ownership, verification, hours, menu links, categories, attributes, images, access details, and review dates.

LISTING

Platform/profile	_____	Profile URL/ID	_____
	-		-
Account owner	_____	Verification status	_____
	-		-
Recovery access	_____		
	-		

ACCURACY

Name/address/phone	_____	Hours/holiday hours	_____
	-		-
Categories/attributes	_____	Menu/order/reservation links	_____
	-		-
Photos	_____	Accessibility/access details	_____
	-		-

CONTROL

Last checked	_____	Issue	_____
	-		-
Owner	_____	Due date	_____
	-		-
Evidence	_____	Next review	_____
	-		-

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
	-		-
Decision/action	_____	Next review	_____
	-		-

Control note: Use the approved version of GRV-G07. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Reputation & Review Growth Plan

Tool ID	GRV-G08	Owner	GM/Growth Owner
Category	Local Visibility & Demand Generation	Frequency	Monthly

Purpose: Builds honest review volume, response readiness, theme analysis, and reputation learning without review manipulation.

REPUTATION BASELINE

Platform	_____	Period	_____
	-		-
Review volume	_____	Rating distribution	_____
	-		-
Response completion	_____	Theme source	_____
	-		-

GROWTH STANDARD

Eligible request moment	_____	Neutral request rule	_____
	-		-
No positive condition	_____	Incentive/disclosure rule	_____
	-		-
Platform rule reviewed	_____		
	-		

LEARNING

Positive themes	_____	Concern themes	_____
	-		-
System action	_____	Owner	_____
	-		-
Review date	_____		
	-		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
	-		-
Decision/action	_____	Next review	_____
	-		-

Control note: Use the approved version of GRV-G08. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Local Content & Promotion Calendar

Tool ID	GRV-G09	Owner	Marketing Owner
Category	Local Visibility & Demand Generation	Frequency	Monthly

Purpose: Schedules useful, accurate local content and promotions by audience, channel, owner, evidence, and call to action.

CONTENT ITEM

Content ID		Date	
Audience/occasion		Channel	
Owner		Status	

MESSAGE AND EVIDENCE

Guest value		Claim	
Proof/source		Offer/call to action	
Approval			

READINESS AND RESULT

Operational readiness		Tracking link/ID	
Publish date		Result due	
Continue/change/stop			

MANAGEMENT REVIEW

Reviewed by		Review date	
Decision/action		Next review	

Control note: Use the approved version of GRV-G09. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Community Presence & Local Outreach Planner

Tool ID	GRV-G10	Owner	GM/Growth Owner
Category	Local Visibility & Demand Generation	Frequency	Monthly

Purpose: Plans local outreach, neighborhood participation, community value, commitments, and follow-through.

OUTREACH

Organization/ neighborhood	_____	Purpose	_____
Contact reference in GRV-R	_____	Owner	_____
Date	_____		

VALUE AND COMMITMENTS

Community value	_____	Restaurant value	_____
Resources/cost	_____	Promise made	_____
Approval	_____		

FOLLOW-THROUGH

Next action	_____	Due date	_____
Result	_____	Evidence	_____
Renew/stop decision	_____		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
Decision/action	_____	Next review	_____

Control note: Use the approved version of GRV-G10. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Sales Channel & Opportunity Pipeline

Tool ID	GRV-G11	Owner	Sales Owner
Category	Sales Pipeline & Revenue Development	Frequency	Weekly

Purpose: Controls qualified opportunities by ID, channel, stage, value, probability, owner, next step, and decision date.

OPPORTUNITY

Opportunity ID	_____	Channel/type	_____
Organization/ occasion	_____	GRV-R contact reference	_____
Owner	_____		

PIPELINE

Stage	_____	Estimated value	_____
Probability	_____	Weighted value	_____
Decision date	_____	Next step/date	_____

CONTROL

Qualification status	_____	Capacity check	_____
Profitability check	_____	Risk/issue	_____
Outcome/lost reason	_____		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
Decision/action	_____	Next review	_____

Control note: Use the approved version of GRV-G11. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Lead Qualification & Priority Worksheet

Tool ID	GRV-G12	Owner	Sales Owner
Category	Sales Pipeline & Revenue Development	Frequency	At qualification

Purpose: Ranks opportunities by fit, timing, value, capacity, authority, risk, and next-best action.

FIT

Opportunity ID	_____	Need/occasion	_____
Location/date	_____	Guest count/volume	_____
Budget/range	_____		

QUALIFICATION

Decision authority/process	_____	Timing	_____
Operational fit	_____	Financial fit	_____
Risk	_____	Information missing	_____

PRIORITY DECISION

Score/priority	_____	Pursue/nurture/decline	_____
Owner	_____	Next action	_____
Due date	_____		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
Decision/action	_____	Next review	_____

Control note: Use the approved version of GRV-G12. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Sales Conversation & Needs Discovery Guide

Tool ID	GRV-G13	Owner	Sales/Event Owner
Category	Sales Pipeline & Revenue Development	Frequency	Per qualified opportunity

Purpose: Creates a consistent discovery conversation focused on occasion, outcome, constraints, decision process, and operating fit.

CONVERSATION

Opportunity ID	_____	Date	_____
Participants	_____	Owner	_____
Permission to follow up	_____		_____

DISCOVERY

Desired outcome	_____	Occasion/context	_____
Must-haves	_____	Constraints	_____
Budget/timing	_____	Decision process	_____

FIT AND NEXT STEP

What we can promise	_____	Open questions	_____
Internal check	_____	Next step	_____
Due date	_____		_____

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
Decision/action	_____	Next review	_____

Control note: Use the approved version of GRV-G13. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Proposal, Quote & Follow-Up Planner

Tool ID	GRV-G14	Owner	Sales/Event Owner
Category	Sales Pipeline & Revenue Development	Frequency	Per proposal

Purpose: Controls promises, price source, inclusions, approvals, follow-up dates, expiration, and operating handoff.

PROPOSAL

Opportunity ID	_____	Proposal/quote ID	_____
Issue date	_____	Expiration	_____
Owner	_____		

CONTROLLED PROMISE

Scope/inclusions	_____	Price source/version	_____
Assumptions/exclusions	_____	Payment terms	_____
Operations approval	_____	Profitability approval	_____

FOLLOW-UP

Send confirmation	_____	Follow-up dates	_____
Decision date	_____	Status	_____
Handoff record	_____		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
Decision/action	_____	Next review	_____

Control note: Use the approved version of GRV-G14. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Lost Sale, Objection & Conversion Review

Tool ID	GRV-G15	Owner	Sales Owner
Category	Sales Pipeline & Revenue Development	Frequency	Weekly/monthly

Purpose: Separates real objections and lost reasons from assumptions so the restaurant improves offers and execution.

OUTCOME

Opportunity ID	_____	Stage at loss	_____
Date	_____	Value	_____
Owner	_____		

EVIDENCE

Stated objection	_____	Verified lost reason	_____
Competitor/alternative	_____	Price factor	_____
Service/capacity factor	_____	No-decision factor	_____

LEARNING

Controllable/not controllable	_____	System change	_____
Owner	_____	Due date	_____
Review result	_____		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
Decision/action	_____	Next review	_____

Control note: Use the approved version of GRV-G15. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Offer Strategy & Guardrail Worksheet

Tool ID	GRV-G16	Owner	GM/Growth Owner
Category	Offers, Campaigns & Conversion	Frequency	Per offer

Purpose: Defines the guest value, economics, capacity, exclusions, authority, stop rules, and measurement for an offer.

OFFER

Offer ID/name	_____	Objective	_____
	—		—
Audience/occasion	_____	Start/end	_____
	—		—
Owner	_____		
	—		

GUARDRAILS

Guest value	_____	Price/discount	_____
	—		—
Contribution check	_____	Capacity check	_____
	—		—
Exclusions/cap	_____	Authority/approval	_____
	—		—

DECISION RULE

Primary measure	_____	Tracking method	_____
	—		—
Stop/change threshold	_____	Review date	_____
	—		—
Staff readiness	_____		
	—		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
	—		—
Decision/action	_____	Next review	_____
	—		—

Control note: Use the approved version of GRV-G16. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Campaign Brief & Approval Plan

Tool ID	GRV-G17	Owner	Marketing Owner
Category	Offers, Campaigns & Conversion	Frequency	Per campaign

Purpose: Defines objective, audience, message, channel, permission path, operations readiness, owner, budget, and decision rule.

CAMPAIGN

Campaign ID/name	_____	Objective	_____
	-		-
Audience	_____	Channel	_____
	-		-
Owner	_____	Dates	_____
	-		-

APPROVAL PATH

Message/claim proof	_____	GRV-R permission rule	_____
	-		-
Offer guardrail	_____	Operations readiness	_____
	-		-
Budget	_____	Approvals	_____
	-		-

MEASUREMENT

Reach target	_____	Conversion target	_____
	-		-
Contribution target	_____	Tracking	_____
	-		-
Decision date	_____		
	-		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
	-		-
Decision/action	_____	Next review	_____
	-		-

Control note: Use the approved version of GRV-G17. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Channel-Specific Campaign Planner

Tool ID	GRV-G18	Owner	Marketing Owner
Category	Offers, Campaigns & Conversion	Frequency	Per channel/campaign

Purpose: Adapts campaign execution to the requirements and evidence available in each selected channel.

CHANNEL

Campaign ID	_____	Channel/platform	_____
Account owner	_____	Audience source	_____
Format	_____		

EXECUTION

Creative/copy	_____	Destination/action	_____
Tracking code	_____	Frequency/timing	_____
Platform review	_____	Accessibility check	_____

RESULT

Launch status	_____	Spend	_____
Reach/response	_____	Conversion	_____
Issue	_____	Next action	_____

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
Decision/action	_____	Next review	_____

Control note: Use the approved version of GRV-G18. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Conversion Path & Landing Experience

Review

Tool ID	GRV-G19	Owner	Growth/Digital Owner
Category	Offers, Campaigns & Conversion	Frequency	Per campaign; quarterly

Purpose: Tests the path from discovery to action for clarity, accessibility, trust, accuracy, speed, and measurable completion.

PATH

Path/URL	_____	Campaign/source	_____
Target action	_____	Owner	_____
Test date	_____		

EXPERIENCE TEST

Message match	_____	Offer/rules clear	_____
Mobile performance	_____	Accessibility	_____
Trust/contact details	_____	Completion works	_____

CORRECTION

Friction point	_____	Severity	_____
Owner	_____	Due date	_____
Retest/evidence	_____		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
Decision/action	_____	Next review	_____

Control note: Use the approved version of GRV-G19. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Campaign Results & Next-Best-Action Review

Tool ID	GRV-G20	Owner	Growth Owner
Category	Offers, Campaigns & Conversion	Frequency	Per campaign

Purpose: Reconciles reach, response, conversion, contribution, operating impact, learning, and continue/change/stop decisions.

CAMPAIGN RESULT

Campaign ID	_____	Period	_____
Owner	_____	Data sources	_____
Known limits	_____		

EVIDENCE

Reach/delivery	_____	Response	_____
Conversion	_____	Sales	_____
Contribution/cost	_____	Operational impact	_____

DECISION

What worked	_____	What failed	_____
Learning	_____	Continue/change/stop	_____
Next action	_____		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
Decision/action	_____	Next review	_____

Control note: Use the approved version of GRV-G20. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Catering Sales Development Plan

Tool ID	GRV-G21	Owner	Catering Owner
Category	Catering, Events & Partnerships	Frequency	Quarterly

Purpose: Builds a focused catering growth plan by buyer, occasion, product, service model, capacity, channel, and revenue objective.

CATERING MARKET

Priority buyer	_____	Occasion/use	_____
	-		-
Geography	_____	Volume/value	_____
	-		-
Decision factors	_____		
	-		

OFFER AND CAPACITY

Product/service model	_____	Minimums	_____
	-		-
Lead time	_____	Capacity	_____
	-		-
Delivery/setup	_____	Profitability check	_____
	-		-

DEVELOPMENT PLAN

Channel	_____	Target accounts	_____
	-		-
Owner	_____	90-day actions	_____
	-		-
Goal/review date	_____		
	-		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
	-		-
Decision/action	_____	Next review	_____
	-		-

Control note: Use the approved version of GRV-G21. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Private Dining & Event Sales Planner

Tool ID	GRV-G22	Owner	Event Owner
Category	Catering, Events & Partnerships	Frequency	Weekly

Purpose: Controls the event sales process from target occasions through proposal, booking, handoff, fulfillment, and renewal.

EVENT PIPELINE

Priority occasion	_____	Demand period	_____
	-		-
Package/space	_____	Capacity	_____
	-		-
Sales goal	_____		
	-		

SALES STANDARD

Response time	_____	Discovery	_____
	-		-
Proposal	_____	Deposit/terms	_____
	-		-
Operations handoff	_____	Post-event follow-up	_____
	-		-

CONTROL

Owner	_____	Open opportunities	_____
	-		-
Blocker	_____	Action	_____
	-		-
Review date	_____		
	-		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
	-		-
Decision/action	_____	Next review	_____
	-		-

Control note: Use the approved version of GRV-G22. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Local Business & Organizational Account Plan

Tool ID	GRV-G23	Owner	Sales Owner
Category	Catering, Events & Partnerships	Frequency	Monthly

Purpose: Develops repeatable business and organizational accounts with approved value, cadence, ownership, and service capacity.

ACCOUNT

Account ID/name	_____	Type	_____
Contact reference in GRV-R	_____	Owner	_____
Priority	_____		_____

ACCOUNT VALUE

Needs/occasions	_____	Proposed value	_____
Expected cadence	_____	Capacity fit	_____
Terms/approval	_____		_____

DEVELOPMENT

Next action	_____	Due date	_____
Opportunity IDs	_____	Result	_____
Renewal review	_____		_____

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
Decision/action	_____	Next review	_____

Control note: Use the approved version of GRV-G23. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Community Partnership & Sponsorship

Review

Tool ID	GRV-G24	Owner	GM/Owner
Category	Catering, Events & Partnerships	Frequency	Per opportunity

Purpose: Evaluates community relationships for fit, reciprocal value, commitments, cost, risk, disclosure, and evidence.

PARTNERSHIP

Organization	_____	Opportunity	_____
	-		-
Audience/community	_____	Owner	_____
	-		-
Date	_____		
	-		

EVALUATION

Mission/brand fit	_____	Reciprocal value	_____
	-		-
Cost/resources	_____	Commitments	_____
	-		-
Disclosure	_____	Risk review	_____
	-		-

DECISION

Approve/decline/test	_____	Authority	_____
	-		-
Evidence required	_____	Result date	_____
	-		-
Renew/stop	_____		
	-		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
	-		-
Decision/action	_____	Next review	_____
	-		-

Control note: Use the approved version of GRV-G24. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Referral & Strategic Alliance Plan

Tool ID	GRV-G25	Owner	Growth Owner
Category	Catering, Events & Partnerships	Frequency	Quarterly

Purpose: Defines transparent referral and alliance relationships, handoffs, attribution, disclosures, and performance review.

ALLIANCE

Partner/type	_____	Target occasion	_____
Contact reference in GRV-R	_____	Owner	_____
Term	_____		

OPERATING AGREEMENT

Value exchange	_____	Referral/handoff process	_____
Attribution	_____	Disclosure	_____
Guest permission	_____	Service standard	_____

REVIEW

Opportunities	_____	Conversions	_____
Contribution	_____	Issues	_____
Renew/change/stop	_____		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
Decision/action	_____	Next review	_____

Control note: Use the approved version of GRV-G25. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Weekly Growth & Sales Review

Tool ID	GRV-G26	Owner	GM/Growth Owner
Category	Measurement, Scaling & Renewal	Frequency	Weekly

Purpose: Creates one weekly decision forum for pipeline, campaigns, visibility, events, blockers, actions, and evidence.

MEETING

Week ending	_____	Chair	_____
	-		-
Attendees	_____	Data through	_____
	-		-
Prior actions reviewed	_____		
	-		

REVIEW

Pipeline and next steps	_____	Campaigns/offers	_____
	-		-
Visibility/reputation	_____	Catering/events/accounts	_____
	-		-
Experiments	_____	Capacity/profitability risks	_____
	-		-

DECISIONS

Decision/action	_____	Owner	_____
	-		-
Due date	_____	Evidence	_____
	-		-
Escalation	_____	Next meeting	_____
	-		-

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
	-		-
Decision/action	_____	Next review	_____
	-		-

Control note: Use the approved version of GRV-G26. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Growth Funnel & Conversion Scorecard

Tool ID	GRV-G27	Owner	Growth Analyst/GM
Category	Measurement, Scaling & Renewal	Frequency	Monthly

Purpose: Measures the defined growth funnel by period, channel, stage, conversion, value, and source quality.

SCORECARD

Period	_____	Location	_____
	-		-
Prepared by	_____	Source cutoff	_____
	-		-
Definitions version	_____		
	-		

FUNNEL

Awareness/reach	_____	Response/inquiries	_____
	-		-
Qualified opportunities	_____	Proposals	_____
	-		-
Bookings/conversions	_____	Value/contribution	_____
	-		-

DECISION

Best channel	_____	Largest leak	_____
	-		-
Data-quality issue	_____	Corrective action	_____
	-		-
Owner	_____	Review date	_____
	-		-

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
	-		-
Decision/action	_____	Next review	_____
	-		-

Control note: Use the approved version of GRV-G27. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Growth Experiment & Learning Log

Tool ID	GRV-G28	Owner	Growth Owner
Category	Measurement, Scaling & Renewal	Frequency	Per experiment

Purpose: Controls hypotheses, test design, safeguards, evidence, results, and adoption decisions.

EXPERIMENT

Experiment ID/name	_____	Hypothesis	_____
	-		-
Audience/context	_____	Owner	_____
	-		-
Dates	_____		
	-		

DESIGN

Control/baseline	_____	Change tested	_____
	-		-
Primary measure	_____	Guardrails	_____
	-		-
Minimum evidence	_____	Approvals	_____
	-		-

RESULT

Observed result	_____	Limitations	_____
	-		-
Decision	_____	Next test	_____
	-		-
Adopted playbook reference	_____		
	-		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
	-		-
Decision/action	_____	Next review	_____
	-		-

Control note: Use the approved version of GRV-G28. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Scalable Growth Playbook & Replication Test

Tool ID	GRV-G29	Owner	Owner/Operations
Category	Measurement, Scaling & Renewal	Frequency	Per scale decision

Purpose: Determines whether a successful practice is documented, repeatable, capacity-safe, financially sound, and ready to scale.

PRACTICE

Playbook ID/name	_____	Source experiment	_____
	-		-
Current location	_____	Owner	_____
	-		-
Version	_____		
	-		

REPLICATION TEST

Steps documented	_____	Training ready	_____
	-		-
Capacity safe	_____	Financially verified	_____
	-		-
Quality/service verified	_____	Technology/data ready	_____
	-		-

SCALE DECISION

Pilot location/period	_____	Success standard	_____
	-		-
Support owner	_____	Result	_____
	-		-
Scale/change/retire	_____		
	-		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
	-		-
Decision/action	_____	Next review	_____
	-		-

Control note: Use the approved version of GRV-G29. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

Annual Growth Renewal & 180-Day Roadmap

Tool ID	GRV-G30	Owner	Owner/GM
Category	Measurement, Scaling & Renewal	Frequency	Annual

Purpose: Retires weak work, renews approved priorities, assigns 180-day actions, and resets ownership and measures.

ANNUAL REVIEW

Planning year	_____	Locations	_____
Owner	_____	Review date	_____
Evidence sources	_____		

RENEWAL

Results to protect	_____	Work to stop	_____
Opportunities to pursue	_____	Capability gaps	_____
Budget/authority	_____		

180-DAY ROADMAP

Priority	_____	Owner	_____
30-day milestone	_____	90-day milestone	_____
180-day outcome	_____	Review cadence	_____

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
Decision/action	_____	Next review	_____

Control note: Use the approved version of GRV-G30. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.