Who This Is Not For

FAQs · https://jeffreysummers.com/docs/who-this-is-not-for/

This one costs me leads, and publishing it earns the rest.

The Operator Who Wants A Tactic

If what you want is a menu-engineering pass, a labor-scheduling fix, or a marketing push, there are people who will sell you that and it will feel productive. Tactics are the easy part, and they are the part that stops working the moment conditions change. I read the architecture underneath the tactic, and if you are not interested in what is underneath, we will frustrate each other.

The Operator Who Already Knows What Is Wrong

Not the one with a hypothesis. The one who has already decided, and is shopping for someone to execute against a conclusion that is not up for discussion. If the read is not allowed to contradict you, you are buying labor, not counsel, and you can hire that cheaper elsewhere.

The Operator Who Will Not Be Read

The work requires the numbers unedited, the building during a real shift, and an honest account of the typical Tuesday. An operator who manages what I am allowed to see is paying me to produce a picture of his own defenses.

Franchisors, And Anyone Buying On Behalf Of Operators Who Did Not Choose It

I work for the party standing in the building and carrying the risk. When the buyer is not that party, my work becomes an instrument pointed at operators who never chose it. That is a published, dated refusal rather than a negotiation.

The Operator Who Wants It To Be Someone Else's Fault

Restaurants do not fail. Operators do, and only for one reason: they never learned to grow. If that sentence reads as an insult rather than as a diagnosis, this is not going to work, because every

single thing I do starts there.

If none of these describes you, the conversation costs nothing: Let's Talk.

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