



30-Day Implementation Plan

Your 30-Day Hospitality Reset

Part 6: Move from theory to action

Introduction

It is easy to get inspired in a workshop; it is harder to change behavior on the floor.

This 30-day reset is designed to keep things simple, focused, and achievable. No massive overhauls. No overwhelming your team. Just intentional, strategic adjustments that create measurable impact.

You are not rebuilding your hospitality program; you are refining it. Small improvements, implemented consistently, compound quickly.

Week 1: Map & Audit

Focus: Visibility

Before changing anything, get clear on what is actually happening.

1. Complete the Guest Journey Worksheet
2. Map Discovery → Visit → Follow-Up → Membership
3. Identify where personalization happens
4. Identify where data is captured
5. Identify where momentum drops

Do this with your leadership team or tasting room manager. The goal is honest evaluation, not perfection.

Identify 3 Friction Points

Look for:

- Confusing booking instructions
- Inconsistent club introduction timing
- Gaps in post-visit communication
- Data not being captured
- Checkout that feels rushed

Write down the top three friction points that are most likely impacting revenue or experience.

Outcome of Week 1: You should have clarity on where your system needs refinement

Week 2: CRM Optimization

Focus: Intentional Data

Now that you see the gaps, choose one or two data points that will make the biggest impact.

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Examples:

- Occasion
- Preference notes
- Club objection tracking
- Experience type

Do not activate more than two. Adoption matters more than volume.

Train Staff on How and Why

Hold a focused 20-minute training session.

Cover:

- Why this data matters
- When to capture it naturally in conversation
- How it improves follow-up and guest experience
- Where to enter it in the CRM

When staff understand that data supports hospitality rather than surveillance, resistance drops.

Outcome of Week 2: New data fields are live and being used consistently.

Week 3: Coaching Alignment

Focus: Culture

This is where numbers become leadership tools.

Introduce 1 New KPI in Staff Meeting

Choose one:

- Visit-to-purchase rate
- Purchase-to-club conversion
- Average order value
- Return visit rate

Present it as a shared team benchmark, not an individual scoreboard.

Explain:

- What the current number is
- What healthy performance looks like
- Why it matters

Keep it simple.

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