



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Pricing / Selling

RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the nature and scope of the pricing function.
2. Explain factors affecting pricing decisions.
3. Explain the role of customer service as a component of selling relationships.
4. Discuss motivational theories that impact buying behavior.
5. Determine menu pricing.

EVENT SITUATION

You are to assume the role of manager at THE SHED, a popular local barbeque restaurant. The owner (judge) has asked for your analysis and recommendation regarding a recent pricing strategy.

THE SHED is a popular barbeque restaurant with steak, chicken and fish entrées priced between \$13 and \$34. However, the signature item is pork baby back ribs. Open from 4:00 – 10:00 p.m. seven days a week, THE SHED is extremely busy after 5:30 when reservations are highly recommended.

Last week, in an attempt to bring in more customers before 5:30, THE SHED began offering its version of an “early bird” special. The special states that customers who place their food order before 5:00 will receive a \$3 discount off each entrée. The new pricing policy is printed at the top of the entrée page of customer table menus.

Yesterday, a table of customers got upset when they did not receive the \$3 discount per entrée, even though they were seated and placed their drink order before 5:00. The table party also said that the server was attending to other customers making it impossible for them to place their food order by the deadline. The table party became especially annoyed when they discovered that the customers at the table next to them received the entrée discount despite being seated after they were. The incident ended with the original party paying the full amount and leaving THE SHED less than pleased.

The owner of THE SHED (judge) is concerned that a pricing policy designed to attract earlier customer traffic appears to have created a problem only one week into its existence. The owner (judge) has requested a meeting with you to obtain your analysis and recommendation regarding the “early bird” pricing policy. Specifically:

- What is the need for making the distinction between “placing the food order by 5:00” and “being seated or placing the drink order by 5:00”?
- Discuss the actions of the server in this situation. Should it have been handled differently?
- What are your recommendations to reduce the likelihood of this problem happening again?

You will present your recommendations to the restaurant owner (judge) in a role-play to take place in the owner’s (judge’s) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your recommendations and have answered the owner’s (judge’s) questions, the owner (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of owner of THE SHED a popular local barbeque restaurant. You have asked the manager (participant) to provide analysis and make a recommendation regarding a recent change in pricing strategy.

THE SHED is a popular barbeque restaurant with steak, chicken and fish entrées priced between \$13 and \$34. Open from 4:00 – 10:00 p.m. seven days a week, THE SHED is extremely busy after 5:30 when reservations are highly recommended.

Last week, in an attempt to bring in more customers before 5:30, THE SHED began offering its version of an “early bird” special. The special states that customers who place their food order before 5:00 will receive a \$3 discount off each entrée. The new pricing policy is printed at the top of the entrée page of customer table menus.

Yesterday, a table of customers got upset when they did not receive the \$3 discount per entrée, even though they were seated and placed their drink order before 5:00. The table party also said that the server was attending to other customers making it impossible for them to place their food order by the deadline. The table party became especially annoyed when they discovered that the customers at the table next to them received the entrée discount despite being seated after they were. The incident ended with the original party paying the full amount and leaving THE SHED less than pleased.

You are concerned that a pricing policy designed to attract earlier customer traffic appears to have created a problem only one week into its existence. You have requested a meeting with the manager (participant) to obtain an analysis and recommendation regarding the “early bird” pricing policy. Specifically:

- The need for making the distinction between “placing the food order by 5:00” and “being seated or placing the drink order by 5:00.”
- Discuss the actions of the server in this situation. Should it have been handled differently?
- Recommendations to reduce the likelihood of this problem happening again.

The manager (participant) will present recommendations to you in a role-play to take place in your office. You will begin the role-play by greeting the manager (participant) and asking to hear his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. Would the restaurant’s image be impacted by the frequent issuance of coupons instead of an Early Bird Special? Explain.
2. How can a restaurant deal with the frequent changes in menu prices without having new menus printed every time prices change?

Once the manager (participant) has presented recommendations and has answered your questions, you will conclude the role-play by thanking the manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

| Level of Evaluation | Interpretation Level |
|----------------------------|---|
| Exceeds Expectations | Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator. |
| Meets Expectations | Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator. |
| Below Expectations | Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator. |
| Little/No Value | Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator. |

JUDGE'S EVALUATION FORM
RFSM 2012
ORAL EVENT 1

DID THE PARTICIPANT:

1. Explain the nature and scope of the pricing function?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to explain the nature and scope of the pricing function were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained the nature and scope of the pricing function.

Meets Expectations

12, 13, 14, 15

Effectively explained the nature and scope of the pricing function.

Exceeds Expectations

16, 17, 18

Very effectively explained the nature and scope of the pricing function.

2. Explain factors affecting pricing decisions?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to explain factors affecting pricing decisions were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained factors affecting pricing decisions.

Meets Expectations

12, 13, 14, 15

Effectively explained factors affecting pricing decisions.

Exceeds Expectations

16, 17, 18

Very effectively explained factors affecting pricing decisions.

3. Explain the role of customer service as a component of selling relationships?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to explain the role of customer service as a component of selling relationships were weak or incorrect.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained the role of customer service as a component of selling relationships.

Meets Expectations

12, 13, 14, 15

Effectively explained the role of customer service as a component of selling relationships.

Exceeds Expectations

16, 17, 18

Very effectively explained the role of customer service as a component of selling relationships.

4. Discuss motivational theories that impact buying behavior?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to discuss motivational theories that impact buying behavior were inadequate or unclear.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately discussed motivational theories that impact buying behavior.

Meets Expectations

12, 13, 14, 15

Effectively discussed motivational theories that impact buying behavior.

Exceeds Expectations

16, 17, 18

Very effectively discussed motivational theories that impact buying behavior.

5. Determine menu pricing?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to determine menu pricing were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately determined menu pricing.

Meets Expectations

12, 13, 14, 15

Effectively determined menu pricing.

Exceeds Expectations

16, 17, 18

Very effectively determined menu pricing.

6. Overall impression and response to the judge's questions.

Little/No Value

0, 1, 2

Demonstrated few skills; could not answer the judge's questions.

Below Expectations

3, 4, 5

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations

6, 7, 8

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations

9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____