



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Customer Relations

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 of positive customer relations.
2. Demonstrate a customer-service mindset.
3. Reinforce service orientation through communication.
4. Interpret business policies to customers/clients.
5. Outline steps to remedy specific problems.

EVENT SITUATION

You are to assume the role of manager of THE BEACON, a casual restaurant and bar. The restaurant owner (judge) has asked you to make a recommendation regarding how to deal with customers who stay an unusually long time at their table or booth.

THE BEACON is a popular restaurant and bar, serving appetizers, sandwiches and nightly entrée specials seven days a week. Open from 11:00 a.m. to midnight, the suburban restaurant is surrounded by many office buildings and is one-half mile from a large regional shopping center. The majority of the floor space is devoted to dining, with a mix of booths and tables able to accommodate up to 200 customers. A bar, that can accommodate an additional 30 patrons, is also part of the operation. Most beverages are consumed by diners at their tables and booths as a part of their meal.

Typically, most customers are at a table or booth for 45-60 minutes. However, at times, some customers have occupied a table or booth for as long as 2 ½ hours, sending the server back for repeated re-fills of free beverages such as coffee, tea, lemonade and soft drinks. When the restaurant is slow, lengthy stays in the dining area are not a problem. During peak periods, lengthy stays affect servers and the restaurant itself.

The owner of THE BEACON (judge) has been made aware of the problem of occasional slow table turnover during peak operating periods and has requested a meeting with you so that you may present your analysis and recommendations on the following issues:

- What impact do “lingering customers” have on wait staff, BEACON customers, restaurant operations, and restaurant revenue?
- What should our policy be on “lingering customers” and how do we communicate the policy to customers?
- What should servers say or do when this situation happens?

You will present your recommendations to the 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 made your presentation 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 EVALUATION FORM RFSM

DID THE PARTICIPANT:

1. Explain the nature of positive customer relations?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to explain the nature of positive customer relations were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained the nature of positive customer relations.

Meets Expectations

12, 13, 14, 15

Effectively explained the nature of positive customer relations.

Exceeds Expectations

16, 17, 18

Very effectively explained the nature of positive customer relations.

2. Demonstrate a customer-service mindset?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to demonstrate a customer-service mindset were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately demonstrated a customer-service mindset.

Meets Expectations

12, 13, 14, 15

Effectively demonstrated a customer-service mindset.

Exceeds Expectations

16, 17, 18

Very effectively demonstrated a customer-service mindset.

3. Reinforce service orientation through communication?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to reinforce service orientation through communication were weak or incorrect.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately reinforced service orientation through communication.

Meets Expectations

12, 13, 14, 15

Effectively reinforced service orientation through communication.

Exceeds Expectations

16, 17, 18

Very effectively reinforced service orientation through communication.

4. Interpret business policies to customers/clients?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to interpret business policies to customers/clients were inadequate or unclear.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately interpreted business policies to customers/clients.

Meets Expectations

12, 13, 14, 15

Effectively interpreted business policies to customers/clients.

Exceeds Expectations

16, 17, 18

Very effectively interpreted business policies to customers/clients.

5. Outline steps to remedy specific problems?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to outline steps to remedy specific problems were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately outlined steps to remedy specific problems.

Meets Expectations

12, 13, 14, 15

Effectively outlined steps to remedy specific problems.

Exceeds Expectations

16, 17, 18

Very effectively outlined steps to remedy specific problems.

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 _____



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 EVALUATION FORM RFSM

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 _____