◇ DECA™

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 give an ID label to your adult assistant during the preparation time.

3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).

4. You will be evaluated on how well you meet the performance indicators of this event.

5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Respond to customer inquiries.

2. Interpret business policies to customers/clients.

3. Demonstrate a customer-service mindset.

4. Analyze business systems and procedures.

5. Convert customer/client objections into selling points.

EVENT SITUATION

You are to assume the role of manager of THE HOT SPOT, a popular restaurant located in a major tourist area. The owner of THE HOT SPOT (judge) has asked for your analysis of a proposed reservation policy.

THE HOT SPOT is a full-service casual dining restaurant featuring prime rib, grilled steaks, chicken, seafood, salad and THE HOT SPOT's award winning ribs. In the bar area, guests can enjoy a state-of-the-art multi-screen entertainment system offering sports, network programming and interactive games. Located in the heart of the restaurant district of a major tourist destination, THE HOT SPOT is open from 4:00 p.m. to midnight and attracts a clientele that is 70% tourists and 30% locals.

Throughout the year, THE HOT SPOT fills its dining area by 5:00 p.m., and guests often have to wait 90 minutes or more for a table. Many customers have asked about making reservations to avoid lengthy waits, but since its inception, THE HOT SPOT has not accepted reservations. The owner is concerned that the no-reservation policy is frustrating the restaurant's customers, but is afraid that no-shows will create additional problems for THE HOT SPOT.

The owner (judge) is considering implementing a reservation system, but wants to charge $5 or $10 to place a reservation. The customer's reservation would then be held for 30 minutes unless he or she notifies you otherwise. The reservation fee is paid ahead, but deducted from the customer's dinner bill.

The owner (judge) has asked you to make recommendations on the following issues:

- If a reservation fee is to be imposed, should it be $5 or $10? Provide a rationale.
- What would be the best method for taking customer payments of a reservation fee?
- What are the advantages and disadvantages of a fee-based reservation system?
- How should the employees respond to customers who resent having to pay to make a reservation?

You will present your analysis 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 presented your thoughts 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 2010

DID THE PARTICIPANT:

1. Respond to customer inquiries?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at responding to customer inquiries were weak or inadequate.	Adequately responded to customer inquiries.	Effectively responded to customer inquiries.	Very effectively responded to customer inquiries.

2. Interpret business policies to customers/clients?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at interpreting business policies to customers/clients were weak or inadequate.	Adequately interpreted business policies to customers/clients.	Effectively interpreted business policies to customers/clients.	Very effectively interpreted business policies to customers/ clients.

3. Demonstrate a customer-service mindset?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at demonstrating a customer-service mindset were weak or inadequate.	Adequately demonstrated a customer-service mindset.	Effectively demonstrated a customer-service mindset.	Very effectively demonstrated a customer-service mindset.

4. Analyze business systems and procedures?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at analyzing business systems and procedures were weak or inadequate.	Adequately analyzed business systems and procedures.	Effectively analyzed business systems and procedures.	Very effectively analyzed business systems and procedures.

5. Convert customer/client objections into selling points?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at converting customer/client objections into selling points were weak or inadequate.	Adequately converted customer/client objections into selling points.	Effectively converted customer/client objections into selling points.	Very effectively converted customer/client objections into selling points.

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

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1	2, 3, 4	5, 6, 7	8, 9, 10
Demonstrated few skills; could not answer the judge's questions.	Demonstrated limited ability to link some skills; answered the judge's questions adequately.	Demonstrated the specified skills; answered the judge's questions effectively.	Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____   **TOTAL SCORE** _____