



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Restaurant and Food and Beverage Services

**INSTRUCTIONAL AREA**  
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 key factors in building a clientele.
2. Explain the role of customer service as a component of selling relationships.
3. Discuss motivational theories that impact buying behavior.
4. Demonstrate awareness of operational needs.
5. Demonstrate awareness of capabilities and limitations of the operation.



## EVENT SITUATION

You are to assume the role of general manager for ANTONIO & SONS, a locally owned upscale restaurant in a large city. The owner of the restaurant (judge) has asked you to recommend operational changes for an upcoming holiday that will impress first time guests and encourage repeat visits.

ANTONIO & SONS has only been open for two years, but has achieved great success as an upscale four-star restaurant. The establishment is open Wednesday – Sunday during the dinner hours, 4:00 PM – 11:00 PM. The menu features signature favorites such as steaks, seafood and pasta and daily specials, which are the chef's creations. The dining room can hold 150 customers and the bar area has seating for an additional thirty people.

The Mother's Day holiday is fast approaching and it was recently reported that over one quarter of adults dine-out to celebrate the holiday. Over 80% of those dining out do so between the hours of 9:00 AM and 2:00 PM, choosing breakfast, lunch or brunch as the meal out. Over half of those dining out on Mother's Day have multiple generations in their party, including senior citizens and children.

The owner of ANTONIO & SONS (judge) would like to benefit from the increase in dining traffic, as Sunday are not usually at full capacity. The owner (judge) has asked you to recommend changes or modifications that would need to be made to ensure success. The owner (judge) wants to impress returning and new guests.

The owner (judge) wants you to specifically make recommendations regarding:

- Hours of operation
- Additions to the menu for family dining
- Putting the focus on mothers

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 presented your ideas 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 ANTONIO & SONS, a locally owned upscale restaurant in a large city. You have asked the general manager (participant) to recommend operational changes for an upcoming holiday that will impress first time guests and encourage repeat visits.

ANTONIO & SONS has only been open for two years, but has achieved great success as an upscale four-star restaurant. The establishment is open Wednesday – Sunday during the dinner hours, 4:00 PM – 11:00 PM. The menu features signature favorites such as steaks, seafood and pasta and daily specials, which are the chef's creations. The dining room can hold 150 customers and the bar area has seating for an additional thirty people.

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You would like to benefit from the increase in dining traffic, as Sunday are not usually at full capacity. You have asked the general manager (participant) to recommend changes or modifications that would need to be made to ensure success. You would like to impress returning and new guests.

You want the general manager (participant) to specifically make recommendations regarding:

- Hours of operation
- Additions to the menu for family dining
- Putting the focus on mothers

The general 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 general 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. If this proves to be a success, what other holidays could we use this model for?
2. How should we promote our Mother's Day changes?
3. Do you think it is important to take reservations on holidays?

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

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**RESTAURANT AND FOOD SERVICE  
MANAGEMENT SERIES, 2015**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
SAMPLE SCENARIO 2015**

**INSTRUCTIONAL AREA**  
Selling

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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**PERFORMANCE INDICATORS**

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1. Explain key factors in building a clientele?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2. Explain the role of customer service as a component of selling relationships?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3. Discuss motivational theories that impact buying behavior?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4. Demonstrate awareness of operational needs?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5. Demonstrate awareness of capabilities and limitations of the operation?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6. Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7. Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
<b>TOTAL SCORE</b>					