



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Selling

RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the selling process.
- Up-sell to enhance customer experience.
- Explain factors that influence customer selection of food places and menu items.
- Explain the role of customer service as a component of selling relationships.
- Determine hospitality and tourism customer/guest needs.

EVENT SITUATION

You are to assume the role of the general manager at GRILLE NOELLE, a popular independent family restaurant. The owner (judge) wants you to construct a basic training outline for wait staff employees about table side upselling.

GRILLE NOELLE features an extensive menu with lunch and dinner options, including appetizers, salads, main entrees, side items, desserts and specialty beverages. All wait staff have been instructed to up-sell dessert items at the end of each table's experience. The wait staff's instructions have included asking the table, "Have we saved room for our molten chocolate cake or peach cobbler?"

The wait staff have been up-selling GRILLE NOELLE desserts for over five years and while the first two years saw an increase in dessert sales, customers are now familiar with the up-sell and have become immune to the tactic.

The owner (judge) wants the wait staff to now up-sell three different menu items throughout table service: specialty coffee drinks, appetizers, and premium side items. The owner (judge) wants you to construct a basic training outline for the new up-sell items that include:

- When during table service each up-sell is appropriate
- Example of how to up-sell each menu item type
- Factors that will influence customers to agree to the up-sell

You will present your ideas 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 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 INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Procedures, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the owner of GRILLE NOELLE, a popular independent family restaurant. You want the general manager (participant) to construct a basic training outline for wait staff employees about table side upselling.

GRILLE NOELLE features an extensive menu with lunch and dinner options, including appetizers, salads, main entrees, side items, desserts, and specialty beverages. All wait staff have been instructed to up-sell dessert items at the end of each table's experience. The wait staff's instructions have included asking the table, "Have we saved room for our molten chocolate cake or peach cobbler?"

The wait staff have been up-selling GRILLE NOELLE desserts for over five years and while the first two years saw an increase in dessert sales, customers are now familiar with the up-sell and have become immune to the tactic.

You want the wait staff to now up-sell three different menu items throughout table service: specialty coffee drinks, appetizers, and premium side items. You want the general manager (participant) to construct a basic training outline for the new up-sell items that include:

- When during table service each up-sell is appropriate
- Example of how to up-sell each menu item type
- Factors that will influence customers to agree to the up-sell

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

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

1. Why is up-selling important?
2. How can up-selling positively and negatively affect the wait staff's tips?
3. Should the wait staff completely stop up-selling desserts?

Once the general manager (participant) has presented information 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.

EVALUATION INSTRUCTIONS

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 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 director 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.



**RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES
2020**

JUDGE'S EVALUATION FORM

Participant: _____

INSTRUCTIONAL AREA:
Selling

ID Number: _____

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the selling process?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Up-sell to enhance customer experience?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain factors that influence customer selection of food places and menu items?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	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	
5.	Determine hospitality and tourism customer/guest needs?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						