



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Selling

QUICK SERVICE RESTAURANT 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 selling function
2. Explain the role of customer service as a component of selling relationships
3. Explain key factors in building a clientele
4. Explain the selling process
5. Discuss motivational theories that impact buying behavior

EVENT SITUATION

You are to assume the role of MANAGER at LUIGI'S BISTRO, a fast-casual restaurant serving Italian cuisine. You are meeting with the Mr./Ms. Luigi, the owner (judge) of the restaurant, to discuss your plans to increase sales from catering services for the restaurant.

Luigi's Bistro was founded 6 years ago by the owner because of his/her desire to bring quick service Italian dining to the area. The restaurant is located in the downtown district of medium size city with a population of 70,000. It is open daily from 11:00am until 10:00pm Sunday - Saturday and offers a variety of pasta entrees, pizza by the slice, salads and desserts.

The lunch hours are usually busy with customers dining in or ordering delivery during their lunch break and the evenings are filled with families looking for the convenience and affordability of fast casual dining.

The catering service started soon after Luigi's Bistro opened but Mr./Ms. Luigi doesn't have enough time to promote and sell the service as the majority of his/her time is spent on the dining experience within the restaurant. Currently, Luigi's Bistro only averages two catering events a month because not that many customers even know that Luigi's Bistro caters as the only forms of promotions are a link on their website and little signage within the restaurant. Instead of the only catering sales coming from customer inquiries, the owner would like to see you go out into the community and generate new sales leads. Mr./Ms. Luigi knows you have a background in sales and would like to see you develop a marketing sales plan that would increase the total amount of catering sales. Within your sales plan, they would like you to include the following:

- Explain your selling process
- Explain the role of customer service as a component of selling relationships
- What key factors will you use in building a clientele
- Discuss motivational theories that impact buying behavior

You will present your marketing sales plan to Mr./Ms. Luigi in a meeting to take place in the owner's office. The owner will begin the meeting by greeting you and asking to hear your ideas. After you have presented the sales plan and have answered the owner's questions, the owner will conclude the meeting 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 MR./MS. LUIGI, owner at LUIGI'S BISTRO, a fast-casual restaurant serving Italian cuisine. You are meeting with the manager (participant) of the restaurant to discuss his/her plans to increase sales from catering services for the restaurant.

Luigi's Bistro was founded 6 years ago because of your desire to bring quick service Italian dining to the area. The restaurant is located in the downtown district of medium size city with a population of 70,000. It is open daily from 11:00am until 10:00pm Sunday - Saturday and offers a variety of pasta entrees, pizza by the slice, salads and desserts. The lunch hours are usually busy with customers dining in or ordering delivery during their lunch break and the evenings are filled with families looking for the convenience and affordability of fast casual dining.

The catering service started soon after Luigi's Bistro opened but you do not have enough time to promote and sell the service as the majority of your time is spent on the dining experience within the restaurant. Currently, Luigi's Bistro only averages two catering events a month because not that many customers even know that Luigi's Bistro caters as the only forms of promotions are a link on their website and little signage within the restaurant. Instead of the only catering sales coming from customer inquiries, you would like to see your manager (participant) go out into the community to generate new sales leads. You know the manager (participant) has a background in sales and would like to see him/her develop a marketing sales plan that would increase the total amount of catering sales.

Within their sales plan, you would like them to include the following:

- Explain the selling process
- Explain the role of customer service as a component of selling relationships
- What key factors will you use in building a clientele
- Discuss motivational theories that impact buying behavior

The manager (participant) will present his/her marketing sales plan to you in a meeting to take place in your office. You will begin the meeting by greeting the manager (participant) and asking to hear their ideas. After they have presented the sales plan and has answered your questions, you will conclude the meeting by thanking them for their work.

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

1. How will you encourage repeat customers for our catering services?
 - a. *Possible Solutions: Offer loyalty programs that gives discounts on future orders. Utilize sales promotions such as coupons for dine-in meals.*
2. What will be the most important element of your marketing sales plan?
 - a. *Possible Solutions: This will depend on the student's specific marketing sales plan. Some answers could include establishing a relationship with their customers to ensure they will continue to use catering services and referring others.*

Once the participant has answered your questions, you will conclude the meeting by thanking the 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.

Performance Indicator Information

1. **Explain the nature and scope of the selling function:** Responding to consumer needs and wants through planned, personalized communication in order to influence purchase decisions and ensure satisfaction.
2. **Explain the role of customer service as a component of selling relationships:** Building, maintaining and enhancing interactions with customers in order to develop long-term satisfaction through mutually beneficial partnerships.
3. **Explain key factors in building a clientele:** Think of clients as individuals even though they may be a company. Each time you meet clients, make sure you make it a point to discuss their needs. Make a list of your clients and contact them frequently. Remember that the client is the lifeblood of your organization. Receive feedback from your client and see what they think of your services. Make it your business to know your client's business in every way possible. Strive for consistency.
4. **Explain the selling process:** The steps of the selling process include: Pre-approach, Approach, Sales Presentation, Trial Close, Handling Objections, Closing the Sale, and the Follow-up.
5. **Discuss motivational theories that impact buying behavior:** Abraham Maslow's Hierarchy of Needs assists marketers to understand how consumers make decisions about their wants and needs. The Hierarchy of Needs identifies five areas of needs including physiological, security, social, esteem and self-actualization. It is important for marketers to understand what level of needs a customer is trying to meet so they can deliver the appropriate product.



**QUICK SERVICE RESTAURANT
MANAGEMENT SERIES, 2018**

Participant: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

I.D. Number: _____

INSTRUCTIONAL AREA
Selling

Did the participant:

Did the participant:		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS					
1.	Explain the nature and scope of the selling function	10-11	12-13	14	
2.	Explain the role of customer service as a component of selling relationships	10-11	12-13	14	
3.	Explain key factors in building a clientele	10-11	12-13	14	
4.	Explain the selling process	10-11	12-13	14	
5.	Discuss motivational theories that impact buying behavior	10-11	12-13	14	
21st CENTURY SKILLS					
6.	Reason effectively and use systems thinking?	4	5	6	
7.	Make judgments and decisions, and solve problems?	4	5	6	
8.	Communicate clearly?	4	5	6	
9.	Show evidence of creativity?	4	5	6	
10.	Overall impression and responses to the judge's questions	4	5	6	
TOTAL SCORE					

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 70-89th 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 50-69th percentile of business personnel performing this performance indicator