



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. Handle difficult customers.
3. Interpret business policies to customers/clients.
4. Reinforce service orientation through communication.
5. Detail ways to achieve high rate of positive comments.

EVENT SITUATION

You are to assume the role of manager of THE SPINNAKER, a full-service seafood restaurant. The owner (judge) has asked for your analysis and recommendation on how to deal with a recurring customer problem in the restaurant.

THE SPINNAKER is a popular, family-owned restaurant seafood set in a casual atmosphere. Located on the waterfront in a region well known for tourism, THE SPINNAKER has proven to be equally popular with both visitors and locals. The menu features a wide variety of seafood entrées ranging in price from \$12 to \$15. In addition, the restaurant offers an all-you-can-eat seafood buffet for \$16 every Friday night. With a limited dining room capacity of 85, “regulars” know that you had better arrive early if you want immediate seating.

Throughout its twenty-two years, THE SPINNAKER, with its affordably priced and fresh seafood, has been a favorite dining destination for people of all ages. While the owner (judge) receives many compliments on the food, service and price, the most frequent complaint is about noisy, screaming children who disrupt the dining experience of others. The owner (judge) believes that the disruptive child incidents inside THE SPINNAKER have increased in the past few years and would like to put an end to them.

Three days ago, an angry customer commented to the owner (judge) as she and her husband were paying for their meals: “If I wanted to be around shrieking kids, I’d eat at Chuck E. Cheese.” The owner (judge) has heard enough complaints and today had signs posted at the entrance to THE SPINNAKER that states simply: “Screaming children will NOT be tolerated.”

The owner (judge) has requested a meeting with you to obtain your analysis and recommendation on how to handle noisy, disruptive children in the restaurant. Specifically, your presentation is to address the following:

- Explain the problem of noisy, disruptive children in THE SPINNAKER from the perspective of customers and the business.
- Explain the advantages and disadvantages of posting the sign at the entrance.
- Now that the sign has been posted, develop a policy that restaurant employees will be able to follow when dealing with noisy, disruptive children.

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 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 2013

DID THE PARTICIPANT:

1. Explain the nature of positive customer relations?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at explaining 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. Handle difficult customers?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at handling difficult customers were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately handled difficult customers.

Meets Expectations

12, 13, 14, 15

Effectively handled difficult customers.

Exceeds Expectations

16, 17, 18

Very effectively handled difficult customers.

3. Interpret business policies to customers/clients?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at interpreting business policies to customers/clients were weak or incorrect.

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.

4. Reinforce service orientation through communication?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at reinforcing service orientation through communication were inadequate or unclear.

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.

5. Detail ways to achieve high rate of positive comments?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at detailing ways to achieve high rate of positive comments were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately detailed ways to achieve high rate of positive comments.

Meets Expectations

12, 13, 14, 15

Effectively detailed ways to achieve high rate of positive comments.

Exceeds Expectations

16, 17, 18

Very effectively detailed ways to achieve high rate of positive comments.

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 _____



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Emotional Intelligence

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PERFORMANCE INDICATORS

1. Analyze employer expectations in the business environment.
2. Develop a list of workplace rules and regulations.
3. Demonstrate responsible behavior.
4. Use conflict-resolution skills.
5. Demonstrate ethical work habits.

EVENT SITUATION

You are to assume the role of manager at STEELE'S CAFE, a casual, full-service restaurant. The owner (judge) has asked you to establish a policy that will prevent future disputes between employees regarding gratuities.

STEELE'S CAFE is a casual dining establishment that opened only two years ago. Located in a popular summer vacation area, the restaurant is open from early May through October. STEELE'S opens daily at 5:00 AM and closes at 8:00 PM. The restaurant features a complete breakfast menu that is served throughout the day. In addition, hot and cold sandwiches are available after 11:00 AM.

Since STEELE'S is only open seasonally, there is a higher than average employee turnover from one summer to the next. The kitchen staff has been stable but the wait staff changes rather significantly every year—there are very few returnees. The owner (judge) has always had a rather laid-back management and operational style. While employees consistently say they like working for the owner (judge), the relaxed leadership style has occasionally led to problems.

Yesterday an argument developed between two servers over an incident that occurred during a shift change a couple days earlier. One server had taken the order of a five-person party, ten minutes before that server's shift was over. The first server had wiped off the table, put down place settings, poured water and delivered beverages in addition to taking the food order. The first server went home and the second-shift server performed the remainder of the table service. The party of five left a rather generous \$10 gratuity. The second server kept the entire \$10 tip.

Yesterday, the first server approached the second-shift server asking for a share of the \$10 tip from the other day. The second server refused, keeping the entire tip, and an argument ensued in the kitchen area. The owner of STEELE'S CAFE (judge) has no policy regarding any sharing or splitting of tips. The owner (judge) has held the belief that "my wait staff employees are adults, so they'll work it out."

The owner (judge) believes it is now time that some policies and procedures are put in place to prevent wait staff arguments over gratuities in the future. The owner (judge) has requested a meeting with you to obtain your analysis and recommendation(s) regarding the recent incident. Specifically, your presentation is to address the following:

- Analyze the behavior of each server involved in the gratuity incident.
- Develop a specific policy that will eliminate future arguments over the entitlement of the gratuity during a shift change. Explain the rationale for the policy.
- Recommend how to resolve the dispute between the two servers over the \$10.

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 recommendations and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

performed the remainder of the table service. The party of five left a rather generous \$10 gratuity. The second server kept the entire \$10 tip.

Yesterday, the first server approached the second-shift server asking for a share of the \$10 tip from the other day. The second server refused, keeping the entire tip, and an argument ensued in the kitchen area. STEELE'S CAFE has no policy regarding any sharing or splitting of tips. You have always held the belief that "my wait staff employees are adults, so they'll work it out."

You believe it is now time that some policies and procedures are put in place to prevent wait staff arguments over gratuities in the future. You have requested a meeting with your manager (participant) to obtain an analysis and recommendation(s) regarding the recent incident. Specifically, the presentation is to address the following:

- Analyze the behavior of each server involved in the gratuity incident.
- Develop a specific policy that will eliminate future arguments over the entitlement of the gratuity during a shift change. Explain the rationale for the policy.
- Recommend how to resolve the dispute between the two servers over the \$10.

The 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 manager (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. Are tips a privilege or a right of wait staff?
2. What messages are conveyed to a server who receives an unusually small tip?

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

You are not to make any comments after the event is over except to thank the participant.