

RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES EVENT

INSTRUCTIONAL AREA Customer Relations

PERFORMANCE INDICATORS

1. Explain the nature of positive customer relations.
2. Demonstrate a customer-service mindset.
3. Reinforce service orientation through communication.
4. Interpret business policies to customers/clients.
5. Outline steps to remedy specific problems.

DESCRIPTION: Knowledge of factors affecting restaurant sales volume

INSTRUCTIONAL AREA Pricing

PERFORMANCE INDICATORS

1. Explain the nature and scope of the pricing function.
2. Explain factors affecting pricing decisions.
3. Explain the role of customer service as a component of selling relationships.
4. Discuss motivational theories that impact buying behavior.
5. Determine menu pricing.

DESCRIPTION: Knowledge of pricing strategies to increase sale