

## Chapter 5

# Welcome to the Front of the House

## Activity 5.1 Taking a Tableside Order

### Directions

Choose a full-service restaurant concept. Write instructions for a new server on how to take a tableside order at this concept. Explain how seat numbering works, and include a script detailing what the server should say.

The restaurant concept is: Student answers will vary.

### Complete the table below.

|   |  |
|---|--|
| <p>1. Describe how seat numbering and pivot points work.</p>    | <p>Include correct seat and table numbers where appropriate. Each dining room has a pivot point, such as the front door, which establishes the location of seat number one at any table—closest to the pivot point.</p> <p>The numbering of seats continues to the left (counterclockwise). The server approaches each table at the specific place determined by the floor plan.</p>   |
| <p>2. Describe the correct way to record the guests' order.</p> | <p>If using a paper pad to record guest orders, ask if guests want one check or more than one check. Write down each order in delivery sequence; for example, group the drinks together, the appetizers together, the soups together. Do the same for salads, entrées, and desserts. Use the standard abbreviations designated by your manager or chef to ensure clear communication between the front and the back of the house. For example, you might write <i>CB</i> for cheeseburger or <i>BK</i> for blackened.</p> <p>If using a handheld POS device, select the menu items the guests indicate, and enter any guest modifications.</p> |

|   |  |
|---|--|
| Script for welcome and greeting:                            | Student answers will vary.   |
| Script for special requests, including dietary preferences: | Student answers will vary, but may include dietary preferences, food allergies, or sensitivities.  |
| Script for order taking:                                    | Student answers will vary, and may include sharing the day's specials, taking drink orders, recommending appetizers, and offering cooking preferences, such as rare/medium/well done, how spicy items should be prepared, etc. |
| Script for confirming order with guests:                    | Student answers will vary, but students should repeat back the guest's order to ensure accuracy.   |

### Teacher Note:

This activity includes content from the textbook, while also allowing students some creativity in designing their script and message. Students may wish to research online to find examples of order-taking scripts. You may ask each student to choose their own restaurant concept, or you may assign one to the whole class.

After completing the form, ask students to role-play order taking using their scripts.

Also, students complete the next activity (*Activity 5.2, Suggestive Selling*), you may ask them to review their order-taking scripts. Ask them if there is anything that they would change in their script now that they know more about suggestive selling.

# Activity 5.2 Suggestive Selling

## Directions

Find a copy of your favorite restaurant menu online. Choose four dishes to include in a suggestive selling pitch. Write the current menu descriptions, then design selling pitches to market the four dishes. Write a brief analysis to explain what suggestive selling is and how it can relate to the success of the operation. Do you notice any specials or suggestive selling tips currently on the menu?

| <b>Menu Descriptions</b> |   |
|--------------------------|---|
| 1                        | <p><b>Teacher Note:</b></p> <p>Allow students to conduct research or provide a singular example of your choosing for the whole class to review and analyze. This may include an appetizer, dessert, or drink special—basically any additional items that the server can add to the guest’s meal to enhance the experience and increase the sale. For ease in preparation, choose a common chain restaurant in your area, perhaps one that may advertise these types of items in television commercials or online.</p>   |
| 2                        | <p>In addition to insights gathered from research, students should follow the guidelines from the text:</p>   |
| 3                        | <p>Suggestive selling involves recommending menu items to a guest, with the goal of maximizing guest satisfaction and increasing the check, resulting in higher profits for the restaurant and the possibility of higher tips for servers. Servers practice suggestive selling by, for example, presenting daily specials to a table of guests. Specials are developed by managers and chefs to showcase the chef’s skills and sell items at a high profit margin. Most guests welcome these recommendations and want to try the restaurant’s specialties.</p>  |
| 4                        | <p>Servers should also consider how best to sell items from the drink menu. Beverage ingredients, especially for nonalcoholic drinks, are relatively inexpensive compared to the selling price, so the profit margin for beverages is generally high. Suggestive selling might include highlighting specialty drinks just before taking drink orders.</p>   |
| 5                        | <p>The best sales tool for servers is an in-depth knowledge of the menu. Servers can gain this knowledge by talking with back-of-house staff about menu items, sampling widely from the menu themselves, and paying attention to which menu items are most popular with regular guests. Knowing the menu allows servers to make informed recommendations to guests. They will understand which menu items complement each other, and they will be able to answer specific questions guests have about ingredients, preparation techniques, and levels of seasoning. Suggestive selling also includes offering enhancements to menu items, where applicable, such as asking whether a guest would like chicken or steak added to a salad. A dessert tray is a handy prop for suggestive selling.</p> |

## Suggestive Selling Pitches

1

**Teacher Note:**

If students have previously completed *Activity 5.1 Taking a Tableside Order*, ask them if there is anything they would change in their order-taking script now that they know more about suggestive selling.

2

3

4

5

## Summary of Your Findings on Suggestive Selling

Students will draw from their own research and experience here with suggestive selling. The idea is to respond to the content and research with personal opinions to reflect on the learning objective.