

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: _____

Complete the table below.

1. Describe how seat numbering and pivot points work.	
2. Describe the correct way to record the guests' order.	

Script for welcome and greeting:	
Script for special requests, including dietary preferences:	
Script for order taking:	
Script for confirming order with guests:	

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?

Menu Descriptions
1
2
3
4
5

Suggestive Selling Pitches

1

2

3

4

5

Summary of Your Findings on Suggestive Selling