

Responsibility	Topic	Subtopic	Number of Questions	Use for Pre-test	Use for Post-test
Oversee proper execution of promotions to maximize sales building potential	Overview		5	3	3
To effectively plan and prepare for the promotion to ensure restaurant is ready to successfully execute the promotion	Promotion Preparation		5	4	3
Communicate the business plan and how promotions help achieve the goals	Weekly Walk-Thrus and Managers' Meeting		5	3	4
Ensure restaurant team is properly trained and informed on the promotion	Soft Sell		5	3	3
Ensure proper service and production promotion procedures are executed	Promotion Launch		5	3	4
Identify successes and changes to make to help improve sales and sales building potential	Promotion Evaluation		5	4	3
<b>TOTALS</b>			<b>30</b>	<b>20</b>	<b>20</b>

<b>Responsibility</b>	Oversee proper execution of promotions to maximize sales building potential					
<b>Topic</b>	Overview					
<b># of Questions</b>	<b>Total</b>	<b>5</b>	<b>Use for Pre-test</b>	<b>3</b>	<b>Use for Post-test</b>	<b>3</b>
<b>Questions and Answers—Correct answer is underlined.</b>				<b>Graphic and Notes</b>		
<b>Name:</b> Overview_Q01 <b>Instruction Text:</b> Select the best answer. <b>Question Text:</b> What are the phases in a promotion? <b>Answers:</b> Preparation, launch, evaluation, soft sell <u>Preparation, soft sell, launch, evaluation</u> Soft sell, launch, evaluation, coaching				<b>Name:</b> no graphic		
<b>Name:</b> Overview_Q02 <b>Instruction Text:</b> Fill in the blank with one of the following options. <b>Question Text:</b> Promotions are useful in your restaurant since they build _____. <b>Answers:</b> Core menu items <u>Sales</u> Guest satisfaction				<b>Name:</b> no graphic		
<b>Name:</b> Overview_Q03 <b>Instruction Text:</b> Fill in the blank with one of the following options. <b>Question Text:</b> Promotions affect your _____ scorecard measures. <b>Answers:</b> <u>Guest count % change (monthly), PAC/Sales (monthly), and Product Sales % change (monthly)</u> Customer Complaints/1000K TCs, Guest count % change (monthly), and Product Sales % change (monthly) CSO (monthly), PAC/Sales (monthly), and Product Sales % change (monthly)				<b>Name:</b> no graphic		

<p><b>Name:</b> Overview_Q04</p> <p><b>Instruction Text:</b> Select the correct answer.</p> <p><b>Question Text:</b> Building your sales helps you to reach higher sustaining target levels.</p> <p><b>Answers:</b></p> <p>True</p> <p>False</p>	<p><b>Name:</b> no graphic</p>
<p><b>Name:</b> Overview_Q05</p> <p><b>Instruction Text:</b> Select the <u>correct-best</u> answer.</p> <p><b>Question Text:</b> Why is it important to support your Department Managers?</p> <p><b>Answers:</b></p> <p><u>To build teamwork and develop your managers to help make promotions a success</u></p> <p>To take the burden off of the General Manager</p> <p>To get all the promotion tasks done</p>	<p><b>Name:</b> no graphic</p>

<b>Responsibility</b>	To effectively plan and prepare for the promotion to ensure restaurant is ready to successfully execute the promotion					
<b>Topic</b>	Promotion Preparation					
<b># of Questions</b>	<b>Total</b>	<b>5</b>	<b>Use for Pre-test</b>	<b>4</b>	<b>Use for Post-test</b>	<b>3</b>
<b>Questions and Answers—Correct answer is underlined.</b>				<b>Graphic and Notes</b>		
<b>Name:</b> Promotion Preparation_Q01 <b>Instruction Text:</b> Select the best answer. <b>Question Text:</b> Why should you delegate promotional tasks to Department Managers? <b>Answers:</b> To ease the burden on the General Manager during a promotion <u>Because you are more likely to reach scorecards/targets when everyone is involved</u> Because the General Manager's time is too important to do all the tasks				<b>Name:</b> no graphic		
<b>Name:</b> Name: Promotion Preparation_Q02 <b>Instruction Text:</b> Select the best answer. <b>Question Text:</b> How do you prepare for a promotion? <b>Answers:</b> Give the Department Managers the Execution Manual <u>Use execution manual to assess and organize the work first</u> The General Manager doesn't do the preparation tasks, the Department Managers do				<b>Name:</b> no graphic		
<b>Name:</b> Promotion Preparation_Q03 <b>Instruction Text:</b> Select the best answer. <b>Question Text:</b> Who should be taking care of the P.O.P. materials? <b>Answers:</b> <u>Guest Service Manager</u> General Manager It's everyone's responsibility				<b>Name:</b> no graphic		
<b>Name:</b> Promotion Preparation_Q04 <b>Instruction Text:</b> Select the best answer.				<b>Name:</b> no graphic		

<p><b>Question Text:</b> How should the General Manager prepare for the promotion?</p> <p><b>Answers:</b></p> <p>Determine where the P.O.P. material should go</p> <p><u>Review the execution manual and deployment plan</u></p> <p>Train team on how to assemble the product</p>	
<p><b>Name:</b> Promotion Preparation_Q05</p> <p><b>Instruction Text:</b> Select the best answer.</p> <p><b>Question Text:</b> How can you communicate effectively and honestly during the promotion preparation?</p> <p><b>Answers:</b></p> <p>Use established routines of <u>weekly</u> <u>Weekly</u> <u>walkWalk</u> <u>Thrus-Thrus</u> and <u>managers'</u> <u>Managers'</u> <u>meetingsMeetings</u></p> <p>Refer to the Execution Manual</p> <p>The General Manager doesn't have to—Department Managers know what to do without being told</p>	<p><b>Name:</b> no graphic</p>

<b>Responsibility</b>	Communicate the business plan and how promotions help achieve the goals					
<b>Topic</b>	Weekly Walk-Thrus and Managers' Meeting					
<b># of Questions</b>	<b>Total</b>	<b>5</b>	<b>Use for Pre-test</b>	<b>3</b>	<b>Use for Post-test</b>	<b>4</b>
<b>Questions and Answers—Correct answer is underlined.</b>			<b>Graphic and Notes</b>			
<b>Name:</b> Weekly Walk-Thru and Managers' Meeting_Q01 <b>Instruction Text:</b> Select the best answer. <b>Question Text:</b> What are two established routines that can be used during a promotion? <b>Answers:</b> Weekly Walk-Thru and Shift Huddle Weekly Walk-Thru and Managers' Meeting Managers' Meeting and Shift Huddle <u>All of the above</u>			<b>Name:</b> no graphic			
<b>Name:</b> Weekly Walk-Thru and Managers' Meeting_Q02 <b>Instruction Text:</b> Select the best answer. <b>Question Text:</b> What is the best way to support Department Managers during promotions? <b>Answers:</b> Ask if they know what they need to do <u>Recognize and Redirect during walk-thrus and managers' meetings</u> Leave them notes in the Communication Log			<b>Name:</b> no graphic			
<b>Name:</b> Weekly Walk-Thru and Managers' Meeting_Q03 <b>Instruction Text:</b> Select the correct answer. <b>Question Text:</b> What should the focus be when redirecting during a walk-thru? <b>Answers:</b> <u>Executing tasks, routines, processes, and behaviors successfully</u> Promotion tasks Leadership behaviors			<b>Name:</b> no graphic			
<b>Name:</b> Weekly Walk-Thru and Managers' Meeting_Q04			<b>Name:</b> no graphics			

<p><b>Instruction Text:</b> Select the best answer.</p> <p><b>Question Text:</b> Why is it important to use the Weekly Walk-Thru and Managers' Meeting before, during, and after a promotion?</p> <p><b>Answers:</b></p> <p>They help you keep an eye on your management team They are a good place to train your management team <u>They help you communicate important updates to the team</u></p>	
<p><b>Name:</b> Weekly Walk-Thru and Managers' Meeting_Q05</p> <p><b>Instruction Text:</b> Select the <u>correct-best</u> answer.</p> <p><b>Question Text:</b> What should your department managers bring to weekly meetings and walk-thrus?</p> <p><b>Answers:</b></p> <p>Scorecard measures Support tools related to the promotion Any information they might have about the upcoming promotion <u>All of the above</u></p>	<p><b>Name:</b> no graphic</p>

<b>Responsibility</b>	Ensure restaurant team is properly trained and informed on the promotion					
<b>Topic</b>	Soft Sell					
<b># of Questions</b>	<b>Total</b>	<b>5</b>	<b>Use for Pre-test</b>	<b>3</b>	<b>Use for Post-test</b>	<b>3</b>
<b>Questions and Answers—Correct answer is underlined.</b>			<b>Graphic and Notes</b>			
<b>Name:</b> Soft Sell_Q01 <b>Instruction Text:</b> Fill in the blank with the one of the following options. <b>Question Text:</b> The soft sell is when _____. <b>Answers:</b> You can see the largest guest counts in your restaurant You see the biggest sales increases <u>You sell the promotional product before national advertising starts</u>			<b>Name:</b> no graphic			
<b>Name:</b> Soft Sell_Q02 <b>Instruction Text:</b> Select the <u>best-correct</u> answer. <b>Question Text:</b> The soft sell phase is a good time to identify issues with the promotional product production. <b>Answers:</b> <u>True</u> <u>False</u>			<b>Name:</b> no graphic			
<b>Name:</b> Soft Sell_Q03 <b>Instruction Text:</b> Select the <u>best-correct</u> answer. <b>Question Text:</b> You should follow up with your Department Managers to make sure they are ready for the national and regional launch. <b>Answers:</b> <u>True</u> <u>False</u>			<b>Name:</b> no graphic			
<b>Name:</b> Soft Sell_Q04 <b>Instruction Text:</b> Select the best answer. <b>Question Text:</b> What is the main benefit of the soft sell? <b>Answers:</b>			<b>Name:</b> no graphic			

<p>To provide samples to guests to get them excited about the upcoming promotion <u>To make sure your team is up to speed on the promotion</u> To have the staff taste the promotional product</p>	
<p><b>Name:</b> Soft Sell_Q0520 <b>Instruction Text:</b> Fill in the blank with one of the following options. <b>Question Text:</b> The soft sell helps the management team _____. <b>Answers:</b> Make sure everyone knows the promotion is coming Ensure everyone is trained on the promotional product information Identify issues early in the promotion <u>All of the above</u></p>	<p><b>Name:</b> no graphic</p>

<b>Responsibility</b>	Ensure proper service and production promotion procedures are executed					
<b>Topic</b>	Promotion Launch					
<b># of Questions</b>	<b>Total</b>	<b>5</b>	<b>Use for Pre-test</b>	<b>3</b>	<b>Use for Post-test</b>	<b>4</b>
<b>Questions and Answers—Correct answer is underlined.</b>			<b>Graphic and Notes</b>			
<b>Name:</b> Promotion Launch_Q01 <b>Instruction Text:</b> Select the best answer. <b>Question Text:</b> As a general manager it is important to _____. <b>Answers:</b> <u>allow your department managers to provide solutions</u> fill out order quantities and set sales targets be the person to put up and take down all of your restaurant's P.O.P.			<b>Name:</b> no graphic			
<b>Name:</b> Promotion Launch_Q02 <b>Instruction Text:</b> Select the best answer. <b>Question Text:</b> It is still important to monitor your team during the promotion launch. <b>Answers:</b> True False			<b>Name:</b> no graphic			
<b>Name:</b> Promotion Launch_Q03 <b>Instruction Text:</b> Select the best answer. <b>Question Text:</b> When following up with your Guest Service Manager, what are you looking for? <b>Answers:</b> Suggestive selling P.O.P. material properly placed Customers are aware of product <u>All of the above</u>			<b>Name:</b> no graphic			
<b>Name:</b> Launch_Q04 <b>Instruction Text:</b> Select the best answer.			<b>Name:</b> no graphic			

<p><b>Question Text:</b> When following up with your Kitchen Manager, what are you looking for?</p> <p><b>Answers:</b></p> <p>Making on-the-floor adjustments</p> <p>Waste is minimized and order quantities are correct</p> <p>Promotional product is properly made</p> <p><u>All of the above</u></p>	
<p><b>Name:</b> Promotion Launch_Q05</p> <p><b>Instruction Text:</b> Select the best answer.</p> <p><b>Question Text:</b> When following up with your People Manager, what are you looking for?</p> <p><b>Answers:</b></p> <p>Schedule is complete for entire promotion</p> <p><u>Appropriate projected crew is scheduled and trained</u></p> <p>Crew numbers are accurate</p>	<p><b>Name:</b> no graphic</p>

<b>Responsibility</b>	Identify successes and changes to make to help improve sales and sales building potential					
<b>Topic</b>	Promotion Evaluation					
<b># of Questions</b>	<b>Total</b>	<b>5</b>	<b>Use for Pre-test</b>	<b>4</b>	<b>Use for Post-test</b>	<b>3</b>
<b>Questions and Answers—Correct answer is underlined.</b>				<b>Graphic and Notes</b>		
<b>Name:</b> Promotion Evaluation_Q01 <b>Instruction Text:</b> Select the <u>best-correct</u> answer. <b>Question Text:</b> It is important to get feedback from your Department Managers on the success of a promotion. <b>Answers:</b> <u>True</u> False				<b>Name:</b> no graphic		
<b>Name:</b> Promotion Evaluation_Q02 <b>Instruction Text:</b> Fill in the blank with the one of the following options. <b>Question Text:</b> When analyzing a promotion, scorecard measures can help you _____. <b>Answers:</b> Keep an eye on your team Provide information to your supervisor <u>Learn about promotion results, successes, and future opportunities</u>				<b>Name:</b> no graphic		
<b>Name:</b> Promotion Evaluation_Q03 <b>Instruction Text:</b> Select the best answer. <b>Question Text:</b> What questions should you ask your Department Managers to evaluate promotions? <b>Answers:</b> Why were your scorecard measures off? <u>What's working and what's not working?</u> Why do you have so much trouble getting your scorecard measures on target?				<b>Name:</b> no graphic		
<b>Name:</b> Promotion Evaluation_Q04 <b>Instruction Text:</b> Select the best answer.				<b>Name:</b> no graphic		

<p><b>Question Text:</b> How can you, as the General Manager, build teamwork during a promotion?</p> <p><b>Answers:</b></p> <p><u>Recognize successes</u></p> <p>Set lower scorecard targets so everyone can easily achieve 100% Do not schedule any new team members</p>	
<p><b>Name:</b> Promotion Evaluation_Q05</p> <p><b>Instruction Text:</b> Select the <u>best correct</u> answer.</p> <p><b>Question Text:</b> Executing successfully on a promotion can help build your sales to help you reach higher sustaining target levels.</p> <p><b>Answers:</b></p> <p><u>True</u> <u>False</u></p>	<p><b>Name:</b> no graphic</p>