

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
TOTALS			30	20	20

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

<p>Name: Overview_Q04</p> <p>Instruction Text: Select the correct answer.</p> <p>Question Text: Building your sales helps you to reach higher sustaining target levels.</p> <p>Answers:</p> <p><u>True</u></p> <p>False</p>	<p>Name: no graphic</p>
<p>Name: Overview_Q05</p> <p>Instruction Text: Select the <u>correct-best</u> answer.</p> <p>Question Text: Why is it important to support your Department Managers?</p> <p>Answers:</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>Name: no graphic</p>

Responsibility	To effectively plan and prepare for the promotion to ensure restaurant is ready to successfully execute the promotion					
Topic	Promotion Preparation					
# of Questions	Total	5	Use for Pre-test	4	Use for Post-test	3
Questions and Answers—Correct answer is underlined.				Graphic and Notes		
Name: Promotion Preparation_Q01 Instruction Text: Select the best answer. Question Text: Why should you delegate promotional tasks to Department Managers? Answers: 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				Name: no graphic		
Name: Promotion Preparation_Q02 Instruction Text: Select the best answer. Question Text: How do you prepare for a promotion? Answers: 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				Name: no graphic		
Name: Promotion Preparation_Q03 Instruction Text: Select the best answer. Question Text: Who should be taking care of the P.O.P. materials? Answers: <u>Guest Service Manager</u> General Manager It's everyone's responsibility				Name: no graphic		
Name: Promotion Preparation_Q04 Instruction Text: Select the best answer.				Name: no graphic		

<p>Question Text: How should the General Manager prepare for the promotion?</p> <p>Answers:</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>Name: Promotion Preparation_Q05</p> <p>Instruction Text: Select the best answer.</p> <p>Question Text: How can you communicate effectively and honestly during the promotion preparation?</p> <p>Answers:</p> <p>Use established routines of weeklyWeekly walkWalk thrusThrus and managers'Managers' meetingsMeetings</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>Name: no graphic</p>

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

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

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

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

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

<p>Question Text: When following up with your Kitchen Manager, what are you looking for?</p> <p>Answers:</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>Name: Promotion Launch_Q05</p> <p>Instruction Text: Select the best answer.</p> <p>Question Text: When following up with your People Manager, what are you looking for?</p> <p>Answers:</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>Name: no graphic</p>

Responsibility	Identify successes and changes to make to help improve sales and sales building potential					
Topic	Promotion Evaluation					
# of Questions	Total	5	Use for Pre-test	4	Use for Post-test	3
Questions and Answers—Correct answer is underlined.				Graphic and Notes		
Name: Promotion Evaluation_Q01 Instruction Text: Select the <u>best-correct</u> answer. Question Text: It is important to get feedback from your Department Managers on the success of a promotion. Answers: <u>True</u> False				Name: no graphic		
Name: Promotion Evaluation_Q02 Instruction Text: Fill in the blank with the one of the following options. Question Text: When analyzing a promotion, scorecard measures can help you _____. Answers: Keep an eye on your team Provide information to your supervisor <u>Learn about promotion results, successes, and future opportunities</u>				Name: no graphic		
Name: Promotion Evaluation_Q03 Instruction Text: Select the best answer. Question Text: What questions should you ask your Department Managers to evaluate promotions? Answers: 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?				Name: no graphic		
Name: Promotion Evaluation_Q04 Instruction Text: Select the best answer.				Name: no graphic		

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