

APRINDA, LLC

HOTEL AND RESORT TRAINING SOLUTIONS

Overview of Training Outcomes Program: Catering Management Training

Lesson	Key Outcomes
The Competitive Catering Mindset	<ul style="list-style-type: none">➤ You will identify the 15 skills required of a catering manager, and organize them under the general competency areas of Sales, Service, and Management.➤ You will create an on-the-job training plan for a fictitious catering new hire. The plan must include specific sales, service, and management tasks.➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.
Soliciting Accounts	<ul style="list-style-type: none">➤ You will review articles to identify information that you think might lead to potential catering business for your hotel. You will then indicate why you believe there is a business opportunity and compare your response to the response of an expert.➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.
Selling Food and Beverage	<ul style="list-style-type: none">➤ Given 10 decision scenarios, you will select the option that best meets the customer's needs while maximizing revenue for your hotel.➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.
Selling Audio-Visual Services	<ul style="list-style-type: none">➤ Given a detailing scenario with several customer questions and comments, you will choose responses that best meet the customer's needs for audio-visual services while maximizing revenue for your hotel.➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.

Upselling 101	<ul style="list-style-type: none"> ➤ Given a detailing scenario with a customer, you will choose the responses to customer questions and comments that apply the upselling techniques discussed in the lesson. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.
Servicing Essentials	<ul style="list-style-type: none"> ➤ Given a scenario in which a customer has signed a contract for catering services, you will organize the servicing tasks to be performed in the correct chronological order by building an online "To Do" list. ➤ Based on a servicing meeting with the client, you will enter information about an upcoming event into specific sections of a meetings checklist. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.
Management Essentials	<ul style="list-style-type: none"> ➤ Given a completed meetings checklist for a fictitious event, you will enter specific information from the checklist into a Banquet Event Order (BEO). ➤ You will prepare a weekly report for your manager by entering specific information into a weekly report template. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.
Keeping the Valued Customer	<ul style="list-style-type: none"> ➤ Given several customer scenarios, you will make choices that allow you to turn down the customer's business or fill a need date for your hotel while maintaining a positive relationship with the customer. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.
Final Certification Test	<ul style="list-style-type: none"> ➤ You will pass a 50-item multiple choice test with a score of at least 80%.