

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Professional Skills for the Table Service Section

Title	Selling while performing table services
Code	109641L3
Range	This unit of competency is applicable to supervisory staff of restaurants. This UoC concerns the successful sales of restaurants' foods and related products to customers while providing services in restaurants or other related workplaces, through professional table services and with the use of excellent sales skills, to contribute to the business of the restaurants.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of tables services and selling:</p> <ul style="list-style-type: none"> • Possess good knowledge of common table services, for example: <ul style="list-style-type: none"> ○ Table arrangement ○ Napkin folding ○ Pouring wines and drinks ○ Serving and distributing foods ○ Placing and changing tableware ○ Keeping hygiene • Possess good knowledge of the business conditions of catering industry and customers' general preferences in Hong Kong • Possess good knowledge of the detailed information and characteristics of the foods and drinks provided by the restaurants, such as the ingredients, cooking methods and characteristics of famous dishes • Possess certain knowledge of cooking to provide persuasive introduction to customers • Possess good face-to-face sales skills and strategies to approach customers directly • Possess a good attitude towards customers and a keen sense of observation of people <p>2. Perform selling during table services:</p> <ul style="list-style-type: none"> • When carrying out the duties, make sure customers feel comfortable and satisfied with the table services first • Determine the sales strategies according to the set objectives and the specific circumstances, with considerations including: <ul style="list-style-type: none"> ○ Must strive to achieve sales targets ○ Competitiveness and profitability of restaurants ○ Nature of the current banquet ○ Different levels of consuming power of customers ○ Customers' satisfaction with the services provided and the services' effect on the sales of products • While providing services, take appropriate direct sales approaches based on the above considerations, for example: <ul style="list-style-type: none"> ○ Provide customers the right and appropriate consumption advice ○ Recommend dishes and drinks, etc. ○ Lead customers to further consumption ○ Promote related pre-paid products, such as meal vouchers and food coupons • Adjust the above sales approaches at any time according to the following conditions: <ul style="list-style-type: none"> ○ Special requests and consumption budgets by the customers ○ Types of customers based on observation, for example: <ul style="list-style-type: none"> ▪ Venue type ▪ Food type

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	<ul style="list-style-type: none"> ▪ Pragmatic type ▪ Not-good-at-eating type (requires servers to introduce the full menu with guiding) <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Always serve with two purposes in mind: bring economic benefits to restaurants and allow customers to eat satisfactorily • Always uphold the idea of providing quality services and professional ethics
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Grasp opportunities to perform further sales promotions to customers while providing table services • Successfully promote restaurants' foods and related products to contribute to the business of restaurants
Remark	