

# MISSION:POSSIBLE

LATE NIGHT

JULY 1ST-AUGUST 4TH

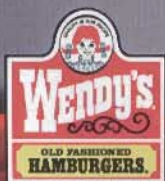
SHOULD YOU CHOOSE TO ACCEPT IT

NEIGHBORHOOD  
RESTAURANTS



MANAGER'S  
GUIDE

TOP  
SECRET



## MISSION

### ASSIGNMENT:

**Your Mission:** Successfully lead your team through **FIVE** weeks of **Secret Shops** focusing on:

- **Combo suggestively sold**
- **BIGGIE Sizing suggestively sold**
- **Approved Greeting and Closing**
- **Fry Quality**
- **Sandwich Quality**
- **Drink Quality**
- **Outside Lot Clean/Drive-thru area Neat**
- **Drive-thru line moved quickly**
- **Lights on**
- **POP displayed correctly**



### ASSIGNMENT BRIEFING:

Between July 1 and August 4, 2002, your store will be visited **EACH WEEK** by Secret Agent Shoppers between 9 pm and close.

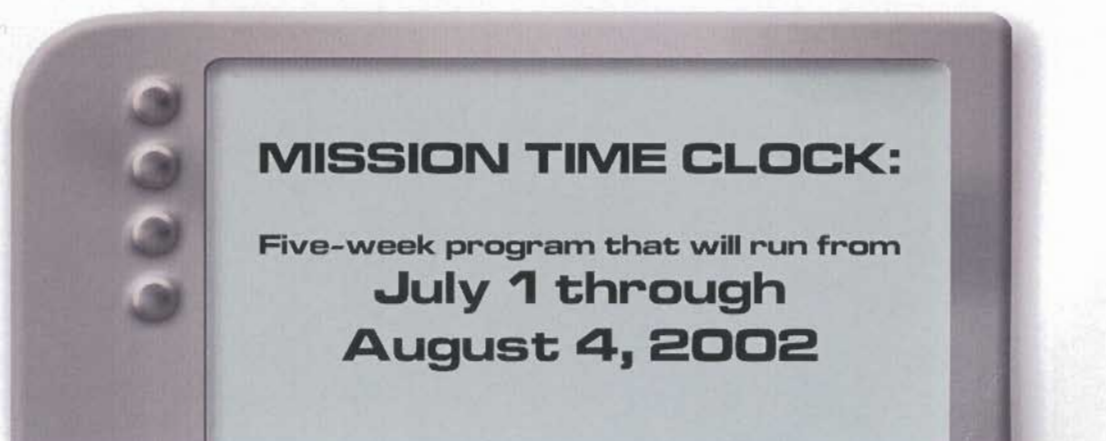
### SUCCESS CRITERIA:

You must get 60% (6 out of 10 successful) to win round 1, 70% to win round 2, 80% to win round 3, 90% to win round 4, and 100% to win round 5. If your on-duty team is successful, then they win the cool secret prize for that week. The store with the highest total success level throughout the program will win the **GRAND PRIZE**.

### REWARDS FOR ACCOMPLISHING YOUR MISSION:

Week 1-5: Cool Prizes for Successful Stores Each Week

**Grand Prize:** Top performing store overall will win **KING'S ISLAND PASSES**



## MISSION ACTIONS:

STEP

1

In this kit, you will find a poster communicating the details of the program. We suggest that you **HOLD A MEETING** with all Late Night Crew Members to explain the mission. **DISPLAY THE POSTER** where all crew members can see it.

Tip: Remember, if you're excited about the program, they will be too!

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STEP

2

Get out there and help your managers and late night crew members win cool prizes while you build **BIG PROFITS!**

Tip: Remember to recognize and thank your crew for a job well done. It will keep them motivated throughout the program.

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STEP

3

After each Secret Shop, the Shopper will provide you (or the MIC) with a detailed scorecard. This will let you know if your Shop was successful or unsuccessful. When successful, prizes will be instantly awarded. If unsuccessful, review the scorecard with your Late Night crew and get ready for the **NEXT** week's shop.

Awarding your winning GM's and register operators at a team meeting is a great opportunity to provide further recognition for their achievements!

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STEP

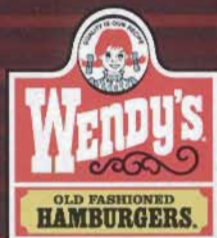
4

At the completion of the five-week mission, Neighborhood Restaurants will determine the grand prize-winning restaurant. The winner will be the store with the most successful missions and the highest scores overall. If there is a tie, the Neighborhood Restaurant store with the lowest average Service Times for the 5 week period will **WIN!**

**GOOD LUCK WITH YOUR MISSION!**

# MIP

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## LATE NIGHT

You Have Been Mystery Shopped  
by a Secret Agent Shopper!

SHOP DATE	SHOP TIME

	SUCCESSFUL	
	YES	NO
 Combo suggestively sold	<input type="checkbox"/>	<input type="checkbox"/>
 BIGGIE Sizing suggestively sold	<input type="checkbox"/>	<input type="checkbox"/>
 Approved Greeting and Closing	<input type="checkbox"/>	<input type="checkbox"/>
 Fry Quality	<input type="checkbox"/>	<input type="checkbox"/>
 Sandwich Quality	<input type="checkbox"/>	<input type="checkbox"/>
 Drink Quality	<input type="checkbox"/>	<input type="checkbox"/>
 Outside Lot Clean/Drive-thru area Neat	<input type="checkbox"/>	<input type="checkbox"/>
 Drive-thru line moved quickly	<input type="checkbox"/>	<input type="checkbox"/>
 Lights on	<input type="checkbox"/>	<input type="checkbox"/>
 POP displayed correctly	<input type="checkbox"/>	<input type="checkbox"/>

NOTES: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



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## **LATE NIGHT**

**SHOP SCORE: \_\_ Criteria Successful**

**\_\_ Round 1: 6 required for success**

**\_\_ Round 2: 7 required for success**

**\_\_ Round 3: 8 required for success**

**\_\_ Round 4: 9 required for success**

**\_\_ Round 5: 10 required for success**

### **SUCCESSFUL MISSION:**

**Congratulations! Your store successfully accomplished the MISSION. Your on-duty Late Night crew will receive Cool Secret Agent prizes. Please review these results with your Late Night Crew and KEEP UP THE GOOD WORK!**

### **UNSUCCESSFUL MISSION:**

**Your store has failed to complete its mission THIS TIME. Please review these results with your Late Night Crew and prepare for better success on the next mission.**