Prospective Caterer Scorecard

Prospective Caterer:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Your Event: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date of Event:\_\_\_\_\_\_\_\_\_\_\_ Interviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(2= Great Answer... 1= OK answer ... 0= Bad Answer)

1. What is the starting wage of your delivery people?

2pt\_\_\_ ($15/hour or more)

1pt\_\_\_ ($12-$14)

0pt\_\_\_ (less than $12)

2. What’s the delivery radius of your catering services?

2pt\_\_\_ (8 miles or less)

1pt\_\_\_ (9-13 miles)

0pt\_\_\_ (14 miles or more)

3. What is the average age of your delivery vehicles?

2pt\_\_\_ (2 years old or younger)

1pt\_\_\_ (2-4 years old)

0pt\_\_\_ (We deliver in our cars)

4. How long do your employees stay with you on the average?

2pt\_\_\_ (4 years or more)

1pt\_\_\_ (Between 2-4 years)

0pt\_\_\_ (“It’s like a revolving door in here, I can never keep track”)

5. How much food do you give extra?

2pt\_\_\_ (10% or more)

1pt\_\_\_ (“We give just about enough”)

0pt\_\_\_ (‘I’m not really sure. We don’t run out of food too often.”)

6. How many years have you been in business?

2pt\_\_\_ (9 years and above)

1pt\_\_\_ (5-8 years)

0pt\_\_\_ (under 5 years)

7. Where are your “healthy alternatives” listed?

2pt\_\_\_ (They give a clear answer where you can find lots of solutions on their website)

1pt\_\_\_ (“Well, let’s see… I think we might have vegetarian lasagna and maybe some roasted veggies”)

0pt\_\_\_ (“Come on, we’re running a restaurant here, not a hospital”)

8. Can you fax me a copy of your liability insurance? How much are you covered for?

2pt\_\_\_ (“We’re covered for 3 million dollars. I’ll fax the certificate right over”)

1pt\_\_\_ (“Sure I have it around here somewhere. I might be able to dig it up”)

0pt\_\_\_ (“Yeah right. We don’t even get health insurance.”)

9. What was your score on your last health department inspection? Can you fax me a copy?

2pt\_\_\_ (90-100)

1pt\_\_\_ (84-89)

0pt\_\_\_ (below 83)

10. Can I get a tour of your commissary?

2pt\_\_\_ (“Sure, no problem, let’s set something up with the Executive Chef next week”)

1pt\_\_\_ (“I’m not really sure, no one’s ever asked us to do that”)

0pt\_\_\_ (“Oh, you wouldn’t wanna see what happens in this kitchen”)

11. What percentage of your staff are certified food handlers with the Department of Health?

2pt\_\_\_ (40% and above)

1pt\_\_\_ (25%-29%)

0pt\_\_\_ (under 25%)

12. How many refrigerated vehicles do you have?

2pt\_\_\_ (2 or more)

1pt\_\_\_ (“We have 1 refrigerated truck”)

0pt\_\_\_ (“We’re lucky if the air-conditioners work?”)

13. What’s your guarantee policy?

2pt\_\_\_ (“We have a 100% money-back guarantee. You’re the sole judge and jury”)

1pt\_\_\_ (“Well, if you’re not happy, call a manager and they’ll discuss it with ya”)

0pt\_\_\_ (“I guarantee that once we deliver, you will pay…or else”)

14. What’s your sampling(or tasting) policy?

2pt\_\_\_ (“I’d be happy to set something up next week. What would you like to taste?”)

1pt\_\_\_ (“Well, um…we don’t really do that, what did you have in mind”)

0pt\_\_\_ (“We don’t do that around here” or “You’re gonna have to pay big bucks for that”)

15. Do you have an Executive Chef? What’s his name?

2pt\_\_\_ (“Oh, of course, his name is Kurt Linneman. He’s developed over 1000 recipes.”)

1pt\_\_\_ (“Well, we all kinda make the recipes around here.”)

0pt\_\_\_ (“Sure, it’s Chef Boy-ardee”)

16. What’s your corporate pricing policy?

2pt\_\_\_ (“We have that info, up front, on our website. We have great volume discounts")

1pt\_\_\_ (“Well, since you asked, maybe there is a little wiggle room.”)

0pt\_\_\_ (“One price fits all, we don’t do discounts”)

Calculate your prospective caterer’s Total Score: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

You’re done with your Scorecard . . .

If you love them and they score 30 points or more: Don’t let them get away! Book your event right now, and every event after that! You have a superstar caterer.

If they score 29 points or less (or if you’re unsure): Shaky, at best. You can say: “Thank you for speaking with me. I am just now starting my event planning process. I’ll give you a call if I decide to place an order.”