

The POWER of the PICKLE!



Your business is not what you sell, it's who you serve!

Give 'Em The Pickle gives you the opportunity to meet **Bob Farrell**, founder of Farrell's Ice Cream Parlor and Restaurant, as he serves up the most important aspect of any service business: taking care of the customer. We're all in the same business, the people business!

Make sure your employees have the scoop on effective customer service with this fun, lighthearted and highly effective training tool.

1. **SERVICE** ~ Make serving others your #1 priority. Be proud of what you do and how you do it.
2. **ATTITUDE** ~ Choose your attitude. How you think about your customers is how you will treat them.
3. **CONSISTENCY** ~ Set high standards & stick to them. Customers return because they liked the service last time.
4. **TEAMWORK** ~ Make your teammates look good. In the end, it all ends up in front of the customer!

In **What's Your Pickle?** Bob hits the road in his red 1954 Cadillac convertible in search of "all-star" Pickle Givers from across the country. He uses the best of these stories to create an endearing and inspirational video that continues to build upon the pickle philosophy. You'll even learn about "the trickle pickle!"

In Bob's contagiously enthusiastic manner, you'll learn that "if you look and listen, your customers will tell you what your pickle is". He then offers four key steps--ways to help give your customer "The Pickle":



1. **CONNECT** with your customers. ~ How would you want to be treated?
2. **ANTICIPATE** what they'll need next. ~ How can you be one step ahead?
3. **DELIGHT** your customers. ~ How can you exceed their expectations?
4. **INSPIRE** yourself and others. ~ Are you willing to do what it takes?

What's Your Pickle? is fun and entertaining, and offers a fresh new look at how your team can integrate the pickle-giving culture into your own workplace. The stories will inspire viewers to new heights--some are endearing, some are practical, and some are simply amazing.

Call Jennifer today to talk about this program and more people-powered learning solutions!



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