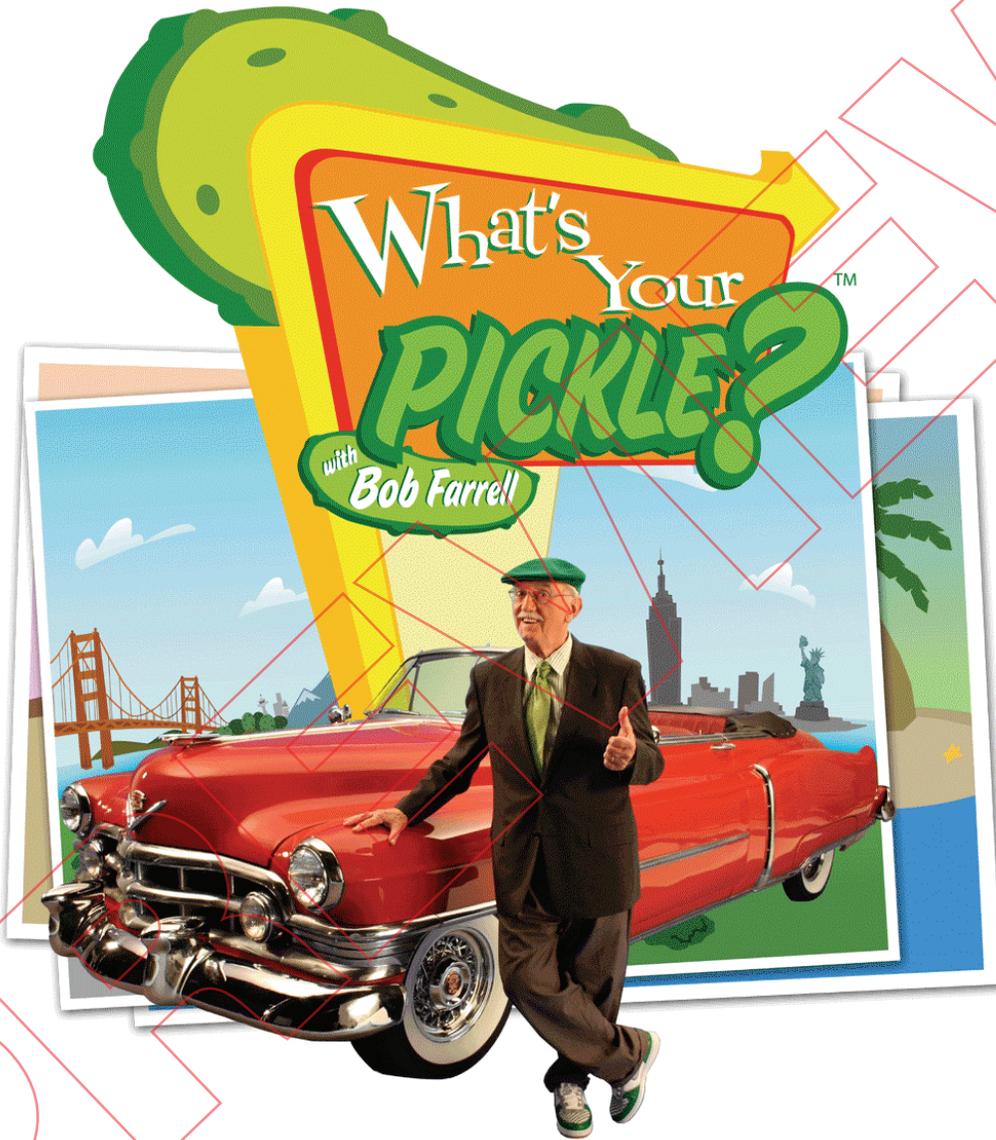


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**Leader's Guide**

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## Introduction

Bob Farrell is back – this time to take us on a cross-country journey to meet employees and managers who share his belief that the fundamental truth about customer service is that we're in business to take care of the customer.

In *Give 'em the Pickle* and *The Leadership Pickles*, Bob shared the stories and lessons he learned from working for more than 35 years in the hospitality business. Starting out in an industry with an 80 percent failure rate, he developed a passion for the customer – and it paid off. Without a single failure, Bob and his partners opened more than 150 restaurants, including 133 Farrell's Ice Cream Parlours.

In *What's Your Pickle*, Bob visits different companies that have put his customer service mantra – give 'em the pickle – into action.

## What's a pickle?

"Pickles" are those extra things or special touches that delight customers. Whether a small gesture or a grand event, pickles show customers how much they're valued.

How did giving away pickles become Bob's overriding business principle? It all started with a disappointed customer. Early in his career, Bob received a letter from an unhappy customer. The customer wanted one extra slice of pickle – something he asked for and received each time he visited the restaurant. The customer wrote Bob detailing his encounter with a new waitress:

"...I just want one extra slice of pickle. I always ask for it and they always give it to me. Go ask your manager.

"She went away and came back after speaking with the manager. The waitress looked me in the eye and said, 'I'll sell you a pickle for a nickel.'

"Mr. Farrell, I told her what to do with her pickle, hamburger, and milkshake. I'm not coming back to your restaurant if that's the way you're going to run it."

Bob was a quick study. From that day forward, he worked to serve the customer and he's been teaching people about giving away pickles ever since.



## Pickle Stories

People who are inspired by Bob's 'give 'em the pickle' message often write to us about the pickles they've given away. We have sifted through hundreds of pickle stories: letters and e-mails detailing outstanding examples of how today's businesses are exceeding customer expectations. In this DVD/video, you'll meet the employees and managers behind a few of those stories. Some of their stories will surprise you. Some may even astonish you. All, we hope, will inspire you.

So, fasten your seat belt and get ready to take your team on a rollicking ride through customer service territory. As you travel with Bob it is our sincere hope that these pickle stories motivate you to find your own pickles to give away. Who knows, maybe we'll visit you on our next road trip in search of customer service excellence.





## Getting Started

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### About this program

The *What's Your Pickle?* video provides everyone – from bottom to top – in any service organization a tried and true approach to exceptional customer service. Each customer service story comes to you from other people just like you – managers and employees from all over the country who care about their guests.

### Your Role

You're the manager and as you know, nothing works without your support. If this is a continuation of your pickle service journey with Bob, then your team already knows how much you and your organization value serving the customer and giving away pickles.

If this is your first foray into pickle service, make it a point to embrace this training program. Make customer service a priority and keep it at the forefront by:

- Talking about it every day.
- Using this program as a springboard for discussion.
- Identifying pickles to give away.
- Raising your expectations and rewarding employees who embrace the new standards.
- Making it fun to serve the customer.

### Training Options

This *Leader's Guide* has been designed to help you facilitate a 3-hour training workshop during which your employees will identify and discuss customer needs and your unique opportunities for giving away pickles.

Although we strongly recommend the full 3-hour workshop, we understand you have varying training needs and time constraints. To accommodate you, we have also included an outline for a 1 1/2-hour key concepts module. See the Time Estimates tables for more information.



**Time Estimates**

Agenda	Time (minutes)	Training Workshop	Key Concepts Module
Welcome	5	X	X
Activity: Customer Situations	5	X	
On The Road with Bob Farrell	5	X	
<b>What's Your Pickle?</b> Video	20	X	X
Video Discussion	10	X	
Giving Away Pickles	5	X	
Activity: Pickles We've Received	5	X	
Serving Up Pickles	5	X	X
How to Connect	10	X	X
How to Anticipate	10	X	X
How to Delight	10	X	X
How to Inspire	10	X	X
Becoming a World-Class Pickle Giver	10	X	
BREAK	15		
Activity: What Our Customers Want	5	X	
Activity: Brainstorming Pickles	10	X	X
Activity: What's Our Pickle?	10	X	X
Optional Activity: And Our Pickle is...	5		
Optional Activity: Pickle Service Summary Game	15		
Pickle Postcard Commitment	5	X	
Pickle Progress Chart Discussion	5	X	
<b>Total Estimated Time</b>		<b>3 hours</b>	<b>1 1/2 hour</b>



## Tips for Conducting a Successful Meeting

As you prepare for your workshop, consider the following:

- ◆ How you will make this training important.
- ◆ Consider sending out or posting an announcement about the training. Use the one we've provided, or create your own. Doing so will help prepare your employees for what they are going to learn and also emphasizes the importance of the topic.
- ◆ Use the pre-meeting checklist to help ensure you're ready.
- ◆ Follow up. Be sure to reward your employees for giving pickles away.

## Preparing for Your Meeting

### Pre-Meeting Checklist

- Review the *Time Estimate Table* and select training option.
- Reserve meeting space, if necessary.
- Watch *What's Your Pickle?* DVD/video.
- Read through this *Leader's Guide*.
- Review supporting materials (Meeting Announcement, Progress Chart, Pickle Bucks—download for free and print out from <http://www.giveemthepickle.com>, Slides).
- Post or send meeting announcement about the training.
- Reserve or gather necessary equipment.
- Buy *What's Your Pickle?* Travel postcards for your group split and training reinforcement activity (there are some samples in your purchase package, and you can purchase more at <http://www.giveemthepickle.com>).
- Buy colored adhesive dots.
- Gather inexpensive giveaways.
- Print the Pickle Progress Chart (download for free from <http://www.giveemthepickle.com>).
- Decide whether to use slides or flip charts.
- Prepare your flip charts, if applicable.
- Gather a blank flip chart pad, markers, masking tape, colored dots (two colors).
- Consider how to make this training fun and memorable. Some ideas are:
  - ◆ Build on the travel theme by decorating your meeting room with Bob Farrell's travel poster and find some fun road trip memorabilia.
  - ◆ Reward participation with pickle bucks.
  - ◆ Select classic road trip music as you welcome participants and when you give them a break.
- Set up a Roadside Souvenir Shop so learners can “buy” trinkets at the end of the training session using their pickle bucks. Consider inexpensive items like buttons, pins, keychains, candy, gum, and pickle sticky pads.

**Manager's Note:** Check out [www.giveemthepickle.com](http://www.giveemthepickle.com) for souvenir trinkets or giveaway ideas (like pickle sticky notes) and inexpensive ways to reinforce the training (like green and gold pickle pins which can be purchased in bulk and used in conjunction with the Pickle Progress Chart).



## Flip charts

1. Types of Pickles
2. Be a World Class Pickle Giver!
3. Connect

Anticipate

Delight

Inspire

4. Connect

How would I want to be treated?

5. We can CONNECT with our customers by:

6. Anticipate

What are they going to need next?

7. We can ANTICIPATE our customers' needs by:

8. Delight

How can I exceed their expectations?

9. We can DELIGHT our customers by:

10. Inspire

Am I willing to do what it takes?

11. We can INSPIRE by:

12. What Our Customers Want



13. Picking a Pickle

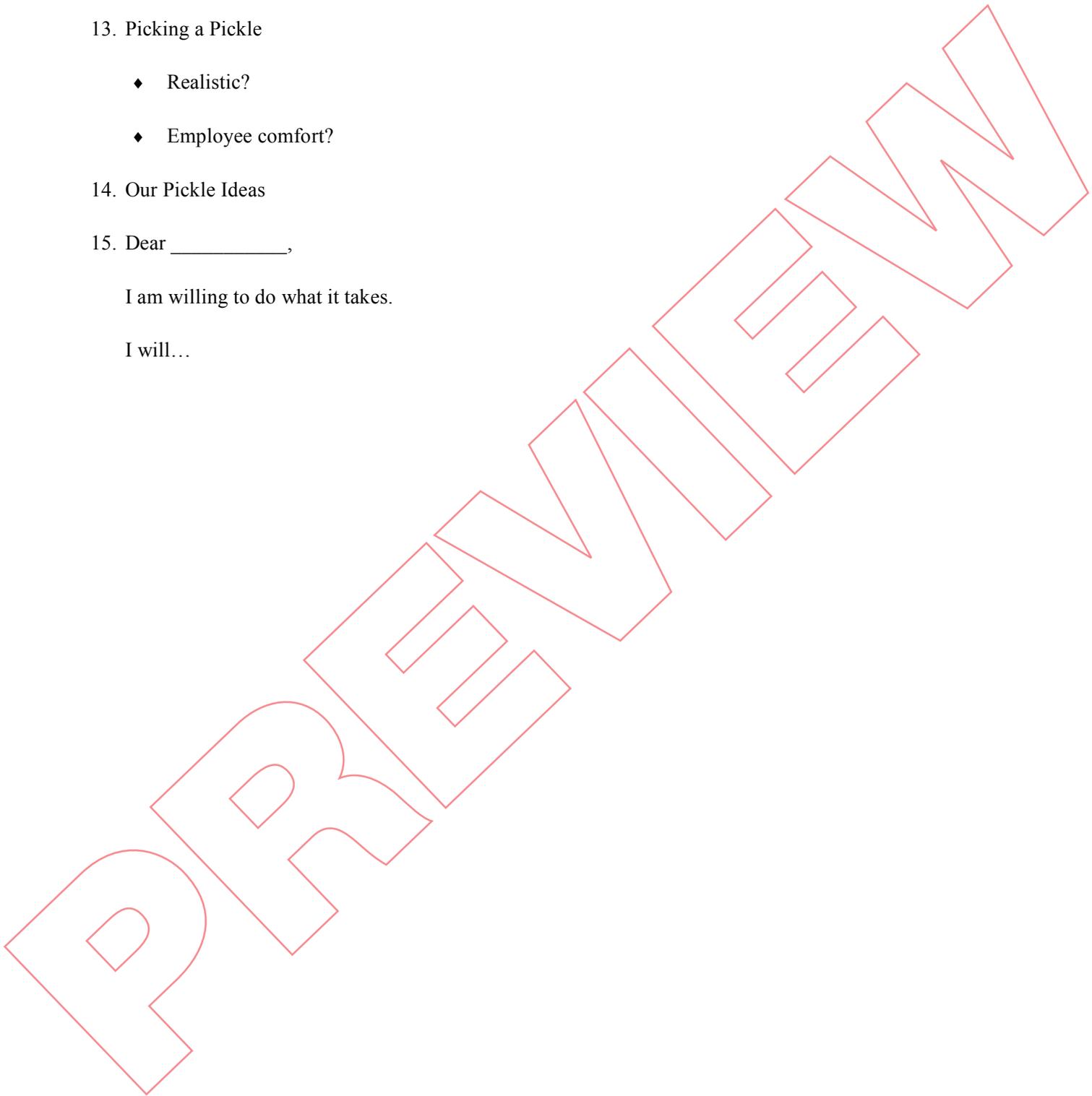
- ◆ Realistic?
- ◆ Employee comfort?

14. Our Pickle Ideas

15. Dear \_\_\_\_\_,

I am willing to do what it takes.

I will...



## Conducting Your Meeting

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### Welcome

Welcome your team.

Split your team into small groups.

### Optional Group Split

Give each team member a post card. Tell employees to find three other people who are holding a postcard that goes along with theirs. After they are grouped, have them take a seat and set aside their postcards for later.

*Manager's Note: Team members will use the postcards later to reinforce the learning.*

### Activity: Customer Situations

Before describing the workshop or the learning objectives, ask team members to decide as a group how they would handle one of the following customer service situations.

- ◆ A customer brings a gallon of milk to the register and realizes her wallet isn't in her purse. She asks you to hold it for her. What do you do?
- ◆ A frequent business traveler calls the front desk and tells you that the chair in his room makes his lower back ache. He asks if you have any other types of chairs. What do you do?

Write ideas on flip chart.

**SAY:**

*Before we see how other employees have turned similar customer situations into an opportunity to give away a customer service pickle, let's go through what we're going to do today.*



## On the Road with Bob Farrell

**Explain** that in this training workshop, they will travel coast-to-coast, from the Pacific Northwest to New England.

**Tell** them that during this training they will:

1. Meet successful restaurateur and motivational customer service speaker Bob Farrell.
2. Learn the importance of giving away pickles – small but meaningful things or actions that show customers they're valued – and recognize how easy it is to do.
3. Travel the country to hear from employees, just like them, about how they're giving away customer service pickles.
4. Identify pickles to give away.
5. Have opportunities to earn pickle bucks for participation and good ideas.
6. Have time at the end of the training session to purchase items from the Souvenir Shop using their pickle bucks.
7. Have fun!

**Manager's Note:** *If your team is familiar with Bob and **Give 'em the Pickle**, omit objectives 1 and 2. Instead introduce the training by asking, "Who remembers Bob Farrell?" and "What is pickle service?" Then, highlight the remaining learning objectives.*



## What's Your Pickle?

Play the *What's Your Pickle?* DVD/video.

### **Discussion**

ASK for a show of hands.

**Who would like to be one of the customers served in those businesses?**

**What was your favorite pickle story? Why?**

**Who finds some of the stories unrealistic or difficult to believe?**

**Address** the idea that the stories are true. **Discuss** which ones seem unrealistic in your work environment and why.

*Manager's Note: Depending on the type of industry you're in, or your company culture, some employees may have difficulty believing that you are ready to promote pickle service like the businesses highlighted in the program. A discussion about why you're going through this training is a good place to start if you're up against this type of learner resistance.*

**Ask:**

**Why are we going through this training?**

*To improve (or raise) our customer service standards.*

**Why give away pickles?**

*To exceed our customers' expectations.*

**What's in it for our customers? How does pickle service benefit them?**

*It surprises them. It makes them happy. It gives them more than they expect.*

**What's in it for our company? How does pickles service benefit our company?**

*Customers are happier and more loyal.*

**How does giving away pickle service benefit you?**



*It makes your job more fun. Customers are happier and happy customers are more enjoyable to be around.*

**What message do you think we want you take away from this video?**

*If they can do it we can do it. Giving away pickles can be fun for customers and employees.*

**Explain that:**

- Every company has pickles of some kind to give away.
- Anyone with a commitment to their customer has pickles to give away.
- The main purpose of the workshop is to come up with pickles we can give away.



## Giving Away Pickles

Post flip chart #1: Pickles.

**SAY:**

*When I say 'Go,' you are going to have exactly one minute to brainstorm, within your group, all the pickles discussed in the video. Jot them down and the group who remembers the most will earn pickle bucks.*

*Go.*

After a minute ask for a show of hands.

**ASK:**

**Who came up with all 21 pickles mentioned in the video?**

Post responses.

Manager's Note: If a group didn't come with all of them, ask for fewer (Did anyone get 15? 14? etc.) and then debrief to bring out all the answers.

*Free coffee; omelet's, can of gas, fun for kids, shots for dog, fix the flat, ride home, red carpet treatment, earl grey tea, making rice, shredding, open on Sunday, Newman-Os cookies, fixing furniture (and cleaning small rugs and changing light bulbs), business man recliner, bank house calls, banker road side service, hospital wedding, spaghetti dinner, birthday party*

Reward pickle bucks.

**SAY:**

*These are the pickles discussed in the video. Maybe you've received one of these pickles as a customer. Or, maybe you've received a different type of pickle.*

### **Activity: Pickles We've Received**

**SAY:**

*Let's take a couple of minutes to talk about pickles we've received as customers.*



**ASK:**

**Think about a specific time when you received exceptional customer service. What pickle did you receive?**

*Let team members share stories. Take as many responses as time permits.*

**How did you feel when you received these pickles?**

*Good. Surprised. Happy...*

**Tie** answers into the idea that you want your customers to feel that way too.

*Manager's Note: Reward participation and energize the class as you distribute pickle bucks.*

## Serving Up Pickles

**SAY:**

When you received these pickles as a customer, the customer service associates or managers who helped you made a purposeful choice to serve you. It wasn't random or spontaneous. Just like the people in the video, they made a decision to give you a pickle. That's what we're doing today. We are making a purposeful decision to give away pickles.

**Post** flip chart #2. Be a World Class Pickle Giver!...

**SAY:**

We are making a purposeful decision to be world-class pickle givers.

**SAY:**

*But, how do we do it? Where do we start? The answers are in the video.*



**ASK:**

**Who remembers the four things Bob tells us we can do to become world-class pickle givers?**

*Connect. Anticipate. Delight. Inspire.*

As team members yell out answers, **post** flip chart #3 Connect...

Reward answers and enthusiasm with pickle bucks.

### ***How to Connect***

**Refer** to flip chart #4 Connect

**Ask:**

**What does this mean for our business?**

*Answers will vary.*

**Talk about:**

- How would you want to be treated if you were a customer in our business?
- How can you relate to your customers one-on-one?
- Who does your customer remind you of (your mom, dad, grandfather, grandmother, brother, sister, friend, etc.)?
- Ways to connect person-to-person in your business.
- The opportunities associates have to connect with customers in your business.

**ASK:**

**What specific things can we do to connect with our customers?**

**Refer** to flip chart #5 We can CONNECT by

**Record** responses.

**Reward** ideas and participation with Pickle Bucks.



## ***How to Anticipate***

Refer to flip chart #6 Anticipate.

**ASK:** What does the word anticipate mean?

*Based on information or experience, you can make an educated guess about something that is going to happen.*

**ASK:**

For example, what can you anticipate about the weather when the clouds turn dark?

*It's going to rain.*

What can you anticipate about a customer who buys a DVD player and speakers for his television?

*He may get home and not have the right cables or he may have trouble setting it up.*

How do you think the customer will feel if he gets home and doesn't have the cables he needs to set up his TV, DVD player, and speakers?

*Frustrated.*

As you anticipate the next needs of that customer, what can you do for him before he leaves the store?

*Ask if he needs cables. Or, ask if he'd like you to show him the set up on a floor model.*

What additional pickles could you give that customer?

*Answers will vary. Some ideas are:*

- *Provide your name and the store's phone number so he may call if he has questions during set up.*
- *If you have his phone number, call and follow up to ask how set up went.*

**ASK:**

If anticipate means thinking about what the customer may need next, what does this mean for our business?

*Answers will vary. Talk about:*



- *The difference between what customers need – their basic expectations of service – and what they might need next (for example, having good service during the purchase of the DVD player and speakers versus needing cables or needing help setting it up.)*
- *How to stay one step ahead of your customers.*
- *Opportunities for finding out what your customers are going to need before they ask.*

**ASK:**

**What specific things can we do to anticipate what our customers are going to need before they ask?**

Refer to flip chart #7. We can ANTICIPATE....

Record responses.

### ***How to Delight***

Refer to flip chart #8 Delight.

**ASK:**

**What does the word “delight” mean as in “to delight someone”?**

*Pleasantly surprise them. Do something unexpected to please them. Exceed their expectations.*

**How does delighting a customer differ from satisfying them?**

*You're giving them more than what they expect. You're surprising them with your service. Satisfying them is meeting their service needs. Delighting them is exceeding their needs by giving them the unexpected.*

**SAY:**

*Efficient, friendly service and convenient hours satisfies a bank customer. But, walking them to their car with an umbrella if it starts to rain would be an example of delighting the customer.*

**ASK:**

**What is an example of a time when you have been delighted as a customer?**

*As someone shares a story, bring out the difference between how it would have been a satisfying experience (meeting their needs) and what made it delightful (exceeding their needs).*



**ASK:**

**What does this mean for our business?**

*Answers will vary.*

**Talk about:**

- The difference between meeting expectations in your business and how to exceed them.
- Opportunities for exceeding customer expectations.

**ASK:**

**What specific things can we do to exceed expectations and delight our customers?**

Refer to flip chart #9. We can DELIGHT....

Record responses.

### ***How to Inspire***

Refer to flip chart #10 Inspire.

**Ask:**

**Why do you think this step is included?**

*Answers will vary. Make sure the following ideas come out during discussion:*

- If you're not willing to do what it takes, you won't be able to provide pickle service.
- Why inspiring yourself and others is important to going beyond basic customer service.

**Ask:**

**What is the difference between serving customers as part of your job and serving with your heart?**

*One is going through the motions and the other is showing with your actions that you care about the customers.*



**Ask:**

**Why does it matter?**

*The only way to go beyond basic customer service to pickle service is serving with your heart.*

**Ask:**

**Can someone tell you to serve with your heart? Why or why not?**

*No. It's a decision each one of us has to make for ourselves.*

**ASK:**

**What one thing do we have to do to make sure we're willing to do what it takes?**

**Refer** to flip chart #11. We can INSPIRE....

**Note:** The most important answer to this question is "make a decision to do what it takes." Debrief answers until this response comes out,

**Record** responses.

### ***Becoming World-Class Pickle Givers***

**Refer** to flip charts 4 through 11 and **tell** team members they need to keep these ideas in mind for this next activity.

**Note:** make sure flip charts # 4 through #11 are posted where they are visible to everyone.

**SAY:**

*Before we can become world-class pickle giver, we need to first think about our customers. What do they want? What are their basic expectations? Their basic needs?*

*When we agree on what they expect, we'll be able to figure out how to exceed those expectations and give them the pickle! So, let's talk about what we think our customers want.*



## **Activity: What Our Customers Want**

**Tell** team members they have 5 minutes to come up with a list of things they believe their customers want.

**Post flip chart #12:** What Our Customers Want.

**Ask** groups to share responses. **Write** responses on flip chart.

***Manager's Note:** Have fun distributing the pickle bucks. Be creative. For example, if at the end of the activity, a group has 5 responses, give each person in the group 5 pickle bucks; 8 responses, 8 pickle bucks, etc.*

**ASK:**

**Now that we've talked about how to become world-class pickle givers by determining what our customers want and brainstorming ways to connect, anticipate, delight, and inspire, what's our next step?**

***Identifying pickles to give away.***

**SAY:**

*In the video we heard some pretty amazing stories about other companies. Now it's your turn. In our next activity, you have a chance to think about pickles to give to our customers.*

## **Activity: Brainstorming Pickles**

Give teams blank flip chart pages to use.

**Explain** that:

- They should think about how to connect, anticipate, delight, and inspire.
- They should think about the last activity: what our customers want.
- You will give them 5 minutes to brainstorm as many pickle ideas as possible.
- They should be creative and not say "no" to any idea.



### **Debrief**

Ask groups to share their ideas. Post flip charts on the wall.

*Manager's Note: After giving Pickle Bucks for participation, consider giving bonus bucks for the most interesting idea, most unique idea, most creative idea, etc.*

### **Activity: What's Our Pickle?**

Post flip chart #13: Picking Pickles

Tell groups that it's time to pick pickles. Explain that:

- Team members will have 5 minutes to look over all the flip charts and consider everyone's ideas.
- Then, in their groups, they should discuss each idea and determine:
  - ✓ Whether it's realistic
  - ✓ Whether they would be comfortable giving that pickle to their customers.
  - ✓ As a group they should then select their favorite ideas from each group's list.
  - ✓ There's no right or wrong answers.

*Note: Depending on how many groups you have and whether you will conduct the optional voting activity, you may want to determine a number of favorites for groups to choose. For example, if you are voting, ask for teams to select two or three from each group's list. But, if you are not voting, ask for teams to choose one favorite so your final list is smaller.*

### **Debrief**

Ask each group to share some of the ideas they liked and why. Post flip chart #14: Our Pickle Ideas. Write ideas on flip chart.

*Manager's Note: This is the working part of the training session. There are no right or wrong answers. However, there may be ideas that won't work for your business. The objective is to come up with pickles that your employees support and that will truly add value to your customer's experience. This is the time to make sure the list only includes ideas that are realistic for your business.*



**ASK:**

**Why do you think we went through this activity?**

*To make sure we're comfortable giving these pickles away. To be involved in the pickles we choose. To eliminate any ideas that won't work for our company.*

**SAY:**

This activity doesn't mean you can ONLY give these pickles away. This is just a fun way to get you thinking about pickles you CAN give away. If you commit to connect, anticipate, delight, and inspire, you will find it easy to give these and other pickles away.

**Optional Activity: ...and Our Pickle is...**

**Distribute** colored dots. **Tell** team members to take one dot of each color. **Explain** that:

- Everyone is going to commit to giving away pickles by voting for their favorites.
- They will vote for their first favorite pickle and second favorite pickle by placing a colored dot next to the idea on the flip chart.
- Their dots signify votes of intention: a commitment to give that pickle away to their customers.
- Tell employees which color they should use to denote their first favorite.
- Have one group at a time come up and select their favorite pickle.
- As a group you'll discuss the pickles that received the most dots (votes) and decide when and how to implement those ideas.

***Manager's Note:** The type of business you're in and the types of pickle ideas your employees came up with will likely determine whether you facilitate this activity. If the ideas are things you can easily implement on your own, this activity is a nice way to give your employees ownership over what they do for their customers.*

*If the ideas require corporate approval, explain that you'll present the groups' ideas to the executive team and skip to the next section.*

## Putting It All Together

### Pickle Service Summary Game

**Distribute** sticky notes or index cards. **Ask** each group to come up with questions about something they learned during the workshop. Have them write their group name at the top of each card and write one question per card. **Tell** them to bring them to you when finished.

***Manager's Note:** The number of questions each group comes up with should match the number of groups minus their own. For example, if you have four groups, each group should write three questions.*

Explain:

- Duplicate questions will not be used.
- You will address a question to one group at a time. The group who wrote the question will verify the answer. If the group answers incorrectly, you will ask the next group.
- When a group gets a question correct, you will give them the card.
- Cards will be turned in for pickle bucks following the Trivia Game.
- You are the final judge.

***Manager's Note:** This is designed to be a fun, quick and energizing way to reinforce the learning.*

**Shuffle** the postcards. **Play** the game.

***Manager's Note:** After you determine the value of a trivia card, distribute that number of pickle bucks to each person in the group. For example, if a card is worth \$1 in pickle bucks, and the team earned three cards, give each member of the team \$3 in pickle bucks.*



## What's Your Pickle Travel Postcards

Ask team members to self-address their postcards. Post flip chart # 15. Explain that:

- They should write to themselves.
- The idea of the postcard is to inspire them to become world-class pickle givers.
- They should explain their commitment to pickle service.
- They should write about their commitment to serve with their heart.
- They should include a commitment to give away a specific pickle.
- You will mail (or distribute) at random in a few weeks as a reminder of what they've learned and their commitment to pickle service.

*Note:* Check with your distributor on the availability of the **What's Your Pickle? Travel Postcards** or go online at [www.giveemthepickle.com](http://www.giveemthepickle.com) to purchase.

## Conclusion

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### Optional: Pickle Progress

Tell team members there's one last thing to do before heading to the Souvenir Shop: talk about the Pickle Progress Chart.

Show team members the poster you downloaded and printed. Highlight the place for names and the columns.

**Explain:**

- The column headings will be the pickles they identified during today's workshop and committed to give away.
- The Other column is a place to track spur-of-the-moments pickles, things they do for the customer to delight them that may not fall into one of the other category headings.
- That you will track the number of pickles everyone gives away.
- More information on the Recognition program will come in the next couple of weeks.

### Time to Shop

Tell groups it's time to shop!

**Explain:**

- Team members should gather their Pickle Bucks and check out the Souvenir Shop.
- Prices
- How you've set it up.

**Thank** everyone for their time, attention, and good pickle ideas.

## Follow up

### Recognition Program

Customer service should be fun! This is your chance to make sure that it is. Reward your employees for giving away pickles. Recognize them for:

- Giving away pickles your team agreed on
- Giving away their own pickles
- Receiving favorable comments from a customer
- Exceeding a customer's expectations

Set up a recognition program. Use the **Pickle Progress Chart** to track individual achievements or team achievements. Consider the following ideas or come up with your own:

- Give green pickle pins to recognize pickle service.
- Give gold pickle pins after a team member has consistently illustrated a commitment to pickle service and has received several green pins (determine a parameter that makes sense for your company, say 10 or 20, etc.)
- Give a gold pickle pin to a Pickle employee of the month, voted on by peers who provide specific pickle service examples.
- Give company incentives to recognize pickle service.
- Celebrate team victories after hitting a Pickle goal using the Pickle Progress Chart.

### Our Pickle Progress Chart

Use the chart to track individual or team pickle service achievements. Award pins or other incentives for each achievement. Establish pickle service goals and celebrate individual milestones, and team milestones. Be creative and make it fun. Track by category, by month, or by shift, team, or employee.

**Manager's Note:** *The poster is only a tool to make it easy to set up a recognition program. The most important part of the recognition program is you. Lead by example and be enthusiastic, encouraging and supportive of any pickle service you see your employees providing. A complete Pickle Recognition Kit is available through your distributor or online at <http://www.giveemthepickle.com>.*