

September 14, 2011

IAAP Wausau Chapter

About the program:

Pickles are those special extra things you do to make people happy. It's a special phone call you make to your customer or a handwritten thank you note that you include with every order. It is taking the time to walk the customer down the aisle to find the item that they are looking for rather than pointing them in specific direction to the back of the store. It is offering them a special promotional item or even just calling them by their name. It is the art of finding out what your customers want and making sure they get it.

The Pickle Philosophy is the brainchild of Bob Farrell of Farrell Ice Cream Parlor fame. He was a pioneer in the restaurant industry, having created one of the first national full service chain restaurants opening and managing over 150 locations before selling the chain to Marriott. It is Farrell's belief that businesses are in the "people business" and that it is not what you sell that is important, it is how you take care of the people who buy your product. It is about figuring out what would make your customers happy and giving it to them. That's the pickle.

About the speaker:

Gary Broesch has worked in the Insurance industry for 22 years. Beginning his career with American Family Insurance, Gary handled complex auto and workers' compensation claims. After working for 8 years in claims, Gary changed his focus to training agents and customer service reps on insurance concepts, products, automation, and selling techniques. After coaching American Family Agencies for 8 years, Gary began working at Church Mutual Insurance in the role of Director of Corporate Training. Gary currently oversees the training department, which is responsible for the training of sales and claims personnel. Gary is a licensed producer in the state of Wisconsin since April 2000. Gary earned his CISR designations in 2011.

Join Us!

Jefferson Street Inn
201 Jefferson St.,
Wausau, WI 54403
September 14, 2011
5:15 p.m.

RSVP by September 9th, 2011

<http://www.iaap-wausau.org/Wausau/MeetingsEvents/SeptemberMeeting/>