

Nick Sarillo

ENTREPRENEUR • SPEAKER • AUTHOR

Customer Loyalty: A Family Recipe For Success

Have you ever tipped your server a \$1000 for a \$35 restaurant bill? At Nick's Pizza and Pub restaurants this has happened four times. Nick Sarillo's compelling and surreal "It's A Wonderful Life" story about an everyday business that was able to rally and unite an entire community serves as a great example of how clearly defining your company's purpose and values can create a world-class culture of customer service in any organization and any industry. Enhancing customer service starts with turning your employees into leaders rather than followers. At Nick's, the word "customer" is actually not part of the language; instead the goal is to create meaningful "guest" relationships and experiences that go beyond a single monetary transaction. Similarly, Nick's does not have a "staff" hired to perform mind-numbing tasks. Instead Nick's dynamic "team" of leaders work together as a dedicated family, utilizing their purpose and set of values to find solutions on their own. In this session, gain Nick's real-life examples of how to set your team up for success and provide *"Unforgettable Guest Experiences."*

After attending this session, attendees will:

- Be able to specifically define what A+ service is for their company.
- Have an "Art & Science" process and tool for defining which elements of any given task are non-negotiable and which may vary based on an employee's performance.
- Make use of five techniques for creating, training and measuring unforgettable customer experiences.
- Employ an effective training system that measures performance every day as well as recognizes and rewards milestones.

Perfect Audience: Entrepreneurs, retailers, business owners, association or corporate leaders who want to build a culture of world class customer service by engaging their team members in company results. Retailers and companies looking to provide customer service training for their employees.

Program Format: 45-60 minute keynote to a 75–90 minute workshop.

For more information, visit www.NickSarillo.com and contact Nick's Speaker Agent: Michele Lucia at 214-543-0844 or mlucia@adlspeakers.com.

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About Nick Sarillo: Nick Sarillo is the founder, CEO and “primary keeper” of the Purpose and Operational Values of Nick’s Pizza & Pub – one of the top ten busiest independent pizza companies in per-store sales in the United States. Founded with the purpose of providing the community with an unforgettable place where families could relax and have fun, Nick’s Pizza & Pub has margins nearly twice that of the average pizza restaurant and boasts more than a 75 percent employee retention rate in an industry in which the average annual turnover is more than 150 percent. Nick credits his company’s success to his purpose-driven culture, which is the focus of his book, *A Slice of the Pie: How to Build a Big Little Business* (Portfolio; 2012). His insights have been featured in *Inc.*, *The New York Times*, *The Economist*, *Fast Company*, *Entrepreneur* and *Investor’s Business Daily*.

“Nick was great. I received nothing but positive comments from the attendees. I asked for feedback from several customers. Their responses ranged from “I liked it,” to “I’m making changes tomorrow!” He delivered exactly what I wanted.”

David Hancock
Director of Business Resources
Sysco Central Illinois

“Nick brought passion to a whole new level while telling his story at Summer Brand Camp. He delivered a unique and heart felt message that left the audience with actionable items to take back and implement at their own organizations. Attendees were touched and motivated by his story and talked about it for weeks after the event! Nick would be a great addition to any speaker line up.”

Sarah Atkinson
Director of Marketing
People Report & Black Box Intelligence

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