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*Serving the
business community
since 1919.*



June 20, 2003

To Whom It May Concern:

On June 11, 2003, we hosted a workshop called "Creating Customer Loyalty" presented by Roy Prevost. Our goal was to help the smaller businesses in our community to become the best they can be, to learn how to network, and to create loyal customers.

The workshop far surpassed our expectations, and created a "buzz" around our community. We received continuous positive feedback about the event throughout the week that followed.

As part of the workshop, Roy had the participants craft a 10 second elevator speech to describe the strengths of their business and the benefits of "doing business" with them. Each participant then stood up and addressed the group with their speech.

Through this very enlightening process, the participants presented their companies with phrases such as "We have one of the best high-end shops in town etc." This powerful technique gave the participants a new-found confidence, helping them to understand the need to network and promote their business effectively. It created a fantastic mood for the workshop that excited the participants and encouraged them to "strut their stuff about their business."

Roy also dismantled the myths around the Big Box Retail World. He presented numerous effective techniques on how to create loyal customers through "Outrageous Service," and showed the participants how smaller businesses can succeed and prosper within a big box retail environment.

Overall Roy's workshop was very informative and extremely entertaining. At the end of the night, the participants walked away with a new-found confidence as a small business, invaluable techniques to promote and develop their business, and a stronger sense of community with the other participants.

I highly recommend Roy and his very dynamic workshop for those chambers that would like to provide a confidence boost for the small businesses within their community.

Blue Skies,

Jennifer Hatch
General Manager