



Member Owned - Truly Canadian



Winkler Consumers Co-operative Limited

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Food Centre: 325-9595
Fashion: 325-9595

Home Ent. & Appl. 325-8777
Bulk Petroleum: 325-4341
Gas Bar: 325-8021

Morden Locations:
Food Centre: 822-5868
Thornview Gas Bar: 822-4684

To whom it may concern,

On September 15, and 16, 2004, we engaged Roy Prevost to prepare us for the arrival of Big Box Competition in Winkler. Roy provided 2 identical workshops over 2 nights to accommodate all our employees from our various retail operations. The objectives of these workshops were as follows:

- 1) To empower our employees to "think outside the Box" regarding outrageous customer service.
- 2) To remind our employees that they are the BEST, and they worked for the BEST organization in the area.
- 3) To give the employees a wakeup call and an attitude adjustment, regarding the imminent competition.
- 4) To convince employees and management that this was not simply a "Pump Up" and that it would be an ongoing process.

His message was straightforward and blunt, presented with a great deal of humor, and got the attitude session across to employees in a very forceful way. Some of the highlights of these sessions were:

- 1) The series of breakout sessions featuring all the departments, during which time he had them brainstorm ideas on how to improve the service in each of their departments.
- 2) Each department had to come up with a list of "to do" items with a timetable to get them done. These items will be followed up at our weekly meetings.

Comments from the participants were positive, and we intend to have Roy return to do a review of our progress, and map out further strategies for our success.

We highly recommend Roy as a workshop facilitator for any business who wants to take their service levels to a whole new level.

Sincerely,

George H. Klassen
General Manager