

Olds Co-Operative Association
Box 3970
Olds, Alberta
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Letter of reference for Roy Prevost

The Olds Co-op Board of Directors asked Roy Prevost to be a motivational speaker to ALL staff and Board members at a special meeting March 9, 2004. Roy was recommended to the Board as a high powered speaker to encourage retail stores who are competing with the big box stores.

Mr. Prevost stressed how the cashiers and grocery baggers are the last contact a customer has at the store and he asked these individuals to stand and be recognized for their service.

After consulting with the general manager, Roy customized the 3 hour session to address the challenges and concerns which Olds Co-op has.

During the evening, each department met during a break-out session to address the service enhancement they could give to our customers. All of these suggestions were passed to management for discussion and implementation.

Everyone left the meeting feeling very positive about their Co-op store and a renewed energy to become better store marketers.

The Board of Olds Co-op recommends Roy Prevost as a motivational speaker to any store looking to excel at customer service.

Sincerely

Gary Jeffries
President