

New Extraordinary Customer Service Webinar To Boost Sales In A Downturned Economy

Extraordinary Customer Service.com, an online collaboration of resources from customer service experts, has announced the launch of a free 8-week Customer Service Training Boot camp to help businesses stay afloat in a downturned economy.

August 6, 2008 (FPRC) -- Ventura, California -- It's no secret that economic conditions in America are making it harder for businesses to post a profit. A natural reaction for some businesses is to cut the price of their products or service with the hope to retain their customers.

Online customer services consultancy, Extraordinary Customer Service.com has announced the launch of a free 8-week online customer service training boot camp to help businesses realize that there is a viable alternative to cutting prices.

"In this economy, we believe, that you cannot lower your prices but you can increase your value by improving your service. It's an understandable reaction to think that the only solution to getting sales and retaining customers is cost cutting. But by cutting your prices you're cutting your profit too. The good news for businesses is that when you transform the way you serve your customers, you can increase your sales AND keep your prices up," says Wendy Gillett, founder of Caliluna Consulting and Extraordinary Customer Service.com.

The 8-week boot camp has the sole purpose of helping businesses stay afloat in a harsh economy. With this in mind Extraordinary Customer Service.com has drawn upon industry connections to ensure that the customer service training program is completely free for its participants.

"We're a company focused on helping people, so it makes perfect sense for us to help businesses out by sharing our knowledge to increase sales. Keeping the boot camp training program free of charge is an integral part of our mission to help businesses succeed," Gillett states.

The Extraordinary Customer Service.com (<http://www.extraordinarycustomerservice.com>) free customer service boot camp has a line up of speakers that represent the biggest names in the customer service industry. Each weekly thirty minute session is presented by an industry expert and contains in-depth practical advice that is aimed at being easy to implement.

The big names in the boot camp line up include international speaker Lisa Ford, speaker and author Shep Hyken, customer service trainer and speaker Mark Mayberry, creator of Positively Outrageous Service T. Scott Gross, Fortune 500 mentor Mimi Donaldson, award winning speaker Alan Stafford, Certified Speaking Pro and author Arnold Sanow, and best-selling author Phillip Van Hooser.

Wendy Gillett herself will be the moderator for the 8-week program. Gillett is a recognized authority in the customer service and hospitality industries. Gillett brings with her a wealth of knowledge drawn from her 20 years experience in public speaking, business coaching, consulting, and hospitality training. Gillett is also known as a columnist for various hospitality magazines and as the host of the radio program 'The Business of Life' airing 4-6pm everyday on KKZZ 1400 AM.

"To have these speakers come to your organizations would cost over \$40,000 but they are here and

available to you free of charge. Just because we're offering the Customer Service Boot Camp at no charge doesn't mean that we're sacrificing on the quality of our content or speakers. We have brought together the who's who of the customer service world to share knowledge that has been proven effective in businesses big and small all over the world,' says Gillett.

The free 8-week Customer Service Boot Camp commences on September 3rd 2008. Participants can register online now. Places are limited. Wendy Gillett is available for interview by the media on request.

About Extraordinary Customer Service.com: Extraordinary Customer Service.com (<http://www.extraordinarycustomerservice.com>) is an online collaboration of customer service resources from the top customer service experts in America. Through the online customer service tips, articles, and seminars, Extraordinary Customer Service.com aims to help businesses turn their customer service from ordinary to extraordinary.

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Keywords

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