

## **Broten Garage Door & Gate Completes WomenCertified® Training Joining Elite Group of Professionals Trained to Improve Buying Experience for Women**

*The staff of Broten Garage Door & Gate of Pompano Beach, Florida, has completed the WomenCertified training and certification program and is specially qualified to provide an extraordinary level of sales and service to women.*

April 12, 2010 (FPRC) -- WomenCertified today announced that the staff of Broten Garage Door & Gate of Pompano Beach, Florida, has completed the WomenCertified training and certification program and is specially qualified to provide an extraordinary level of sales and service to women.

Broten Garage Door & Gate has been providing high quality residential and commercial garage doors, garage door openers, gates and gate operating systems for over 50 years. Broten is a member of the International Door Association and the first garage door dealer in South Florida to earn accreditation by the Institute of Door Dealer Education and Accreditation (IDEA).

Statistics show that over 83% of all consumer purchases are made by women, making them the primary customer in almost every major industry. WomenCertified is designed to teach sales and service professionals how to deliver better customer service, with the goal of creating women friendly companies and buying experiences.

To become WomenCertified, professionals must complete a series of intensive training modules to learn the communication and customer service skills proven to be the most effective among women customers. Once companies complete the program, they are listed on the WomenCertified Locator on [womencertified.com](http://womencertified.com), where consumers can search for certified women friendly companies.

“The Broten team and the sales and service professionals who become WomenCertified are part of a growing group who are raising the bar in providing the best customer service experience to women,” said Delia Passi, founder of WomenCertified and author of *Winning the Toughest Customer: The Essential Guide to Selling to Women*. “Studies show that Americans are growing less satisfied with the levels of customer service they receive, and WomenCertified is working to reverse that trend. It’s a win-win opportunity for companies and consumers.”

### About Broten Garage Door & Gate

Safety, Selection and Quality... that’s Broten! Broten Garage Door & Gate has been providing the highest quality residential and commercial garage doors, garage door openers, garage door repair, gates and gate operating systems for over 50 years. Broten Garage Door & Gate is a member of the International Door Association and the first garage door dealer in South Florida to earn accreditation by the Institute of Door Dealer Education and Accreditation (IDEA). Broten Garage Door & Gate operates under the IDEA Business Code of Ethics making sure that each and every customer is given the highest level of products and services available today. For more information, visit <http://www.broten.com/>.

About WomenCertified

WomenCertified—the Seal women trust for better service—is a proven training and certification program rich with resources to help professionals across multiple industries increase customer loyalty among both men and women through more effective communication, appreciation and an enriched customer experience. For more information visit [www.womencertified.com](http://www.womencertified.com).

**Contact Information**

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**Keywords**

[garage door repair](#)

[garage door openers](#)

[garage doors](#)

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