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## **Local Business Owner & Expert speaks At Center for Women & Enterprise**

Janet M. Letourneau, M.B.A., CPBA; President of Peak Performers, Inc. will facilitate two sessions at Power Up Program Participants at the Center for Women & enterprise in Providence, Rhode Island, March 15, 2006.

Building your business through referral marketing and maintaining loyal customers with top-notch customer service are the topics for the evening.

Referral marketing is a great way to build a business and increase your customer base. It costs 5 times more to find new customers than it does to serve your existing ones! Combining the efforts of both referral marketing and great service increases the probability of staying in business, growing it and reducing costs! The continued success of Janet's business, Peak Performers, has grown steadily over the years based on these two concepts.

Janet has spent her career serving customers and motivating customer service teams to consistently "raise the bar" toward service improvement. As a Customer Service Professional for twenty years, Janet has restructured and groomed customer service teams in assorted industries including Retail Banking, Sporting Goods, Craft & Hobby, Electronics Packaging and the Ophthalmic Industry.

Established in 1995, the Center for Women & Enterprise (CWE) is a non-profit organization dedicated to helping women start and grow their own businesses. CWE is a national leader among women's business development agencies.

For more information about this event contact Janet at 508-699-4415.