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Maryland Training Company Owes Recession Success to Customer Loyalty

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FREDERICK, Md., Sept. 4 Training Services On Demand (TSOD: www.tsod.com), a Maryland-based onsite training company providing nationwide service, has flourished in the dark days of the economy owing to its base of loyal customers and expanding reputation for quality, according to chief instructor Frank Whyte.

"We've successfully converted single-seminar contracts into long-term relationships by making our training workshops both informative and enjoyable," said Whyte, who has facilitated all of the company's six U.S. Navy training programs so far this year.

"When a program that participants undertake skeptically -- such as Sexual Harassment Prevention or Business Writing -- gets folks energized and involved, you'll create the word-of-mouth you need to succeed in tough times," Whyte said. "We specialize in making every training experience a team-based, interactive exploration of the topic."

"Our new customers frequently bring us back to build upon our initial seminars or train additional teams," Whyte said. "That sort of loyalty is vital in this economy, where you can't miss a single opportunity to fill your calendar."

"Our smartest move to date was securing a GSA Schedule Contract," Whyte said. "Our GSA Contract allows Federal buyers to purchase our workshops on a no-compete, point-and-click basis. Combined with our repeat-customer base, our expedited Federal contracting capability has helped us weather the economic storm that's seen competitors fall like dominoes."

In addition to the Department of Defense, TSOD has provided multiple training sessions for the Department of Transportation, the National Archives and Records Administration, the Social Security Administration, the Department of Homeland Security, the Equal Employment Opportunity Commission, and a blue-chip list of commercial clients stretching from Hawaii to Maine.

Training Services On Demand (TSOD) is an award-winning provider of training and employee development consulting solutions. The company's facilitators provide onsite training at customer locations for complete teams, ensuring that each program is adapted to meet organization-specific training needs.

TSOD seminars and workshops are conducted nationwide at all-inclusive tuition rates and can be procured by qualifying government agencies at GSA Rates. Popular training course titles include MBTI(R) Team Building, Team Leadership, Presentation Skills, Media Relations, Negotiation Skills, Business Writing, Time Management, Stress Management, Sexual Harassment Prevention, Diversity Training, and Convention Mini-Seminars.