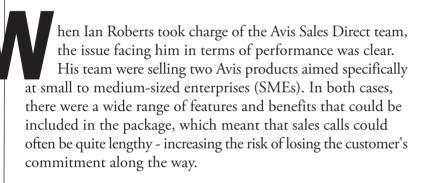
case study

MAPPING THE ROUTE TO A 50% SALES UPLIFT

Selling a complex product over the phone to tough-minded business people was proving a challenge for car rental giant Avis. Our innovative programme transformed the approach of their sales team, helping them develop the mental skills to make every call count - which has resulted in a sales increase of 50%.



Our innovative Telesales Under Pressure gave Ian's team a clear understanding of thought processes that customers move through in a successful telephone interaction - and how to influence them.

Using Gazing maps to stay focused on their objective, the Avis team now have the mental tools to respond effectively to the twists and turns that a sales call can take - and the ability to cope with the most challenging or resistant customers.

Ian Roberts takes up the story: "I didn't want to impose a brand new "regime" that would have to be learnt; that wouldn't be appropriate in our market, where we're dealing with a highly diverse customer base. We needed something much more flexible. The techniques that we learnt from Gazing form the backbone of our department. The team believe in it and use it every day."





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