

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%.

When Ian Roberts took charge of the Avis Sales Direct team, the issue facing him in terms of performance was clear. His team were selling two Avis products aimed specifically at small to medium-sized enterprises (SMEs). In both cases, there were a wide range of features and benefits that could be included in the package, which meant that sales calls could often be quite lengthy - increasing the risk of losing the customer's commitment along the way.

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."

The Avis logo, consisting of the word "AVIS" in a bold, red, italicized sans-serif font.

gazing
performance
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