

Adding momentum to sales training

UAE Dubai-based sales and training consultancy BAX Consulting has been named the Middle East's reseller of the Canadian online, game-based sales training system, Momentum by E=mz2.

Momentum is a game-based system that mirrors challenges facing sales representatives and business development managers every day. Different from seminar-based sales training, it allows reps to



Better results: BAX Consulting

practise selling in a safe manner, says Jennifer Baxavanis, managing partner, BAX.

"In the Middle East, we ask our clients to pull their sales representatives off the field for long trainings. We decided to offer an alternative, which is asking your sales force to spend 30 to 60 minutes a week habitually to learn, develop and practise selling skills available online, anytime.

"Learning becomes fun, cost-effective and increases the sales teams' closing ratio."

Momentum has a proven track record of 10:1 ROI, she says. "Some of the returns on Momentum include increased face-to-face sales call activity, increased top-line revenue by top performers, sales process knowledge, and sales."

Saadé and Thabet form new company

New business model eschews 'hierarchical nightmare,' says Saadé

UAE Former BE International - BEI - directors, Tony E Saadé and Mazen Thabet, have joined forces to create a new-style marketing consultancy.

Called Commfirm, the UAE-based company, with a representative office in Jeddah - supports to offer a new, simplified business model for clients.

"After many years spent working for global communication agencies, we wanted to put our passion in a business idea that follows no corporate agenda, is not politically charged, does not live in a hierarchical nightmare and mixes utter lies with 'outsmarting the system'," Saadé tells *GMR*.

"We created a communications firm that is very distinct from any advertising agency. The consultancy insists on high strategic thinking that flows in an uber-chilled state of mind, where simple is strong, and being ourselves



Uber-chilled: Mazen Thabet (left) and Tony E Saadé

is the first step in turning clients to friends."

The firm employs experts per client project via outsourced, strategic partners culled from marketing disciplines.

Clients include: the UAE'S Park Central Deli & Foodstore, Nonno Pizza, and education centre, International House Dubai.

Saadé is a regional communication veteran with more than 15 years' experience. He previously worked at

Tihama Jeddah, Intermarkets and TBWA\RAAD. He was also regional director, Mena, for BEI, where he helped set up the Water Brand Group, with FutureBrand-founding partner, Bob Kahn.

Thabet brings more than 10 years' corporate communications experience, having worked in London before moving to Qatar, where he was MD at Traccs Doha and country manager for BEI. He has worked with Pepsi, the Qatar Foundation and DSF.

SPARKLING PERFORMANCE



The MENA Cristal Festival is conferring the Cristal of Honour to Pierre Choueiri as Media Man of the Year. In honouring the chairman of the Choueiri Group, festival organisers cited his career dedicated to innovation and his continuation of his father's legacy - the group's founder - the late Antoine Choueiri. "His reputation for rising up to challenges and conducting business relationships on mutually beneficial terms has earned him the widespread respect of his peers," the organisers say.