

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



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

"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."

New business model eschews 'hierachal nightmare,' says Saadé

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

"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

is the first step in turning clients to friends."

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

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.

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