

## TAC holds a special training session for the much-awaited BT-50

It was an evening of coming together and a real learning experience for Towell Auto Centre's expansive sales team at Golden Tulip Hotel, Seeb. The sales staff from every branch of Towell Auto Centre (TAC) across the sultanate met for a special training session on the soon-to-launch BT-50 pick up. The training was conducted by Formose Pereira, the Business Development and Training Manager at TAC.



In a pursuit to encourage their staff to achieve even higher targets with the sales of the BT-50, Towell Auto Centre organized this get-together, which would not only motivate and enthuse their staff but also be a thorough learning experience. So sales teams from various branches of Oman put up interesting presentations on the various challenges and trends of their markets. Top authorities of TAC judged these presentations and gave away special prizes.



“We are on the way to launch a brand new product, which is bound to create quite a stir in the market. So we at Towell Auto Centre wanted to hold an exercise, which would help us move closer to our targets and renew the commitments of our dedicated staff in a refreshing way,” says Annurag Chawla, Brand Manager, Mazda.

Everyone at Mazda is eagerly awaiting this fresh product, which will hit the markets of Oman soon. Formose Periera said, “BT-50 is Mazda's latest Zoom-Zoom offering to Oman, with its impressive new features and awesome External and Internal Design as well as great Styling themes that are not normally seen in its class”.

The evening certainly was an enlightening one. Teams from various corners of the sultanate had a lot to learn about market situations and business trends of their niche regions, with an eye to a larger perspective. This in turn prepared the staff to take on newer responsibilities and higher sales targets.

Towell Auto Centre provides quality service to all models of Mazda and makes owning a Mazda extra pleasant with its efficient after sales service and quick response time. It offers quick, efficient service with genuine parts available for all models and highly trained staff who pride in their quality of service. To know more about the new Mazda BT-50 please call 92888005