

TAC hosts Train the Trainer programme for BT 50

The Towell Auto Center recently hosted a 2-day Train the Trainer (TTT) programme. This mega event saw a gala congregation of trainers from 12 different countries in Oman along with top officials and senior trainers from Mazda Corporation, Japan.



Every time one walks into any Mazda showroom, the cordial service they receive from the staff, owes a lot to the group of trainers who coach them on the company ethics, the products as well as customer service policies. This was a meeting to update the skills of the trainers and help them become even better instructors and team leaders.

In a constantly evolving world market, such events become vital for trainers as it gives them a chance to equip themselves with more skills, latest information and updated product knowledge.

This year the event was hosted by Towell Auto Center in Oman. Top Mazda officials, engineers and senior trainers attended this event to make the most of an opportunity to feel the pulse of Oman's highly competitive automobile market.

Needless to say, the sessions turned out to be a lot more than only learning. "It was an in depth study for the staff about the markets, trends, demands and customer service etiquette but also became a fantastic ground for exchange of work patterns and cultures," says Annurag Chawla, Brand Manager, Mazda.



Oman, the center of the training programme this year, had a lot to offer in terms of diversity, hospitality and culture. Towell Auto Centre ensured that their guests' trip was unforgettable. They not only got a glimpse of Oman's automobile market but also got to soak in the beauty of the sultanate through sight-seeing trips in the evening hours.

The guests were also taken to the biggest Mazda showroom in Oman. The attendees were all praises for the exquisite interiors of the showroom as well as its exterior styling. They even picked up tips to incorporate few details from here into their regional outlets.

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. A network of 8 service outlets and 10 parts outlets spread across the Sultanate supports customer service. 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 Mazda in Oman call 92888005.