

Expanding our role to accelerate growth.

Even in a marketplace as dynamic and fast-growing as the United Arab Emirates, the recent performance of Xerox UAE has been outstanding. After setting a target of doubling sales revenue and profit in five years, they achieved it in just three, and General Manager Andy Hurt is happy to give Gazing a share of the credit for that remarkable achievement.

Having worked in other areas of Xerox since we began, we were first called in by Andy in 2002, with a specific brief to help make his sales organisation the best in the industry. And, with that goal accomplished, our role within Xerox UAE has continuously expanded, far beyond sales.

“Over time,” explains Andy Hurt, “we’ve come to see Gazing not as training company but as a key partner, supporting operational excellence and providing us with effective tools for the development and execution of strategy.”

He goes to highlight why we’ve been able to make ourselves such an integral part of the Xerox UAE success story: “Gazing gives us a concise structure that we can always go back to; something we can refer to, in good times or when things are more difficult. In a multicultural business like this, where we employ people of 25 different nationalities, the Gazing approach is invaluable because it gives us a common language, a shared understanding.”

Today, we are working at every level within Xerox UAE. At the highest, we provide the senior management team with one-to-one coaching, mentoring and leadership expertise; while, at the other end of the spectrum, every new recruit is introduced to the Gazing approach to selling during their first few weeks with the company.

Where is the pressure to perform in this smoothly functioning business machine? As Andy Hurt explains, it’s the kind created by success. “When you’ve grown as fast as we have, expectations are extremely high. We aim not just to meet them, but always to deliver better than expected. Gazing help us to continually raise the bar.”



**Gazing Performance Systems
Enterprise Business Limited**
Capital House 67-69 St Johns Road
Isleworth Middlesex TW7 6NL
United Kingdom



“**we’ve come to see Gazing not as training company but as a key partner, supporting operational excellence and providing us with effective tools for the development and execution of strategy.**”

case study

www.gazing.com
E: gazing@gazing.com
T: +44 (0)20 8568 0298
F: +44 (0)20 8568 9782