

## **Firm's Saudi contract is a major breakthrough by our Business Reporter**

Dancing lion, a young and dynamic training and consultancy company based in Milton Keynes has just returned from Saudi Arabia having won - and carried out - a major training contract for the Saudi Arabian arm of Destinations of the World, an international travel company.

Following a highly competitive pitch, dancing lion was awarded the contract because of its proven track record with major blue-chip companies in developing tailor-made training programmes for call centres.

"This particular project was exciting and challenging, as Destinations of the World has pioneered the employment of women - a first in the leisure and tourism industry in the Middle East.

It marks a major breakthrough for women in the Middle East and they are finally being recognised as having a major contribution to make to the economy,' says Steve Shellabear, MD of dancing lion.

"The women were great to work with - they knew that they were making history and were so eager to learn! We covered all aspects of training relevant to working in a call centre, including customer services, interpersonal skills, selling over the telephone and how to deal with 'over-friendly' male customers!"

The client was so happy with the work that dancing lion has done that they have been invited back to Jeddah in the spring to work with Destinations of the World in planning the company's marketing strategy for the year.

Dancing lion is fast establishing a reputation in helping businesses achieve results through developing effective communications and sales solutions.

*published in Business Citizen MK (January 2003)*