

FOR IMMEDIATE RELEASE

Contact:

Jayne Simmons

Generator Systems Ltd

The Old Granary

Cotton End

Northampton

NORTHANTS, NN4 8HP

Tel: +44 (0) 1604 825515

<http://www.generator-systems.com>

[jayne.simmons@generator-systems.com](mailto:jayne.simmons@generator-systems.com)

### **Island Residence Club Selects Generator Systems for their Interactive Sales System**

Northampton, UK – March 17<sup>th</sup> 2006 - The Radisson SAS Golden Sands Resort & Spa, owned by The Island Residence Club in Malta is shortly to receive the world's leading fully interactive sales system from Generator Systems. The Island Residence Club is a joint venture between leading developer Resort Properties owned by Bob Trotta and Island Hotels Group, a leading Maltese hospitality company. The Radisson SAS Golden Sands Resort & Spa is set to be the most exclusive five star Resort & Spa in Malta.

The Generator Sales System with its powerful interactive blend of technology & emotion has been designed to guarantee improved results & maximised profit. The Generator Sales System is a whole new way of selling which will deliver clarity to the tour presentation increasing average sales values, closing rates and reducing rescission rates leading to overall improvements in VPG.

Pete Jones from Generator Systems said, 'We are delighted to be working with Bob, Doug and the team at this exclusive five star resort and look forward to a long & successful partnership'.

David Johnson, Project Director commenting on this new agreement said 'The Generator Sales System will create a professional first impression for the clients arriving at the presentation. Image is everything and with Generator we can consistently portray the unique benefits of our luxury resort.'

Generator Systems Ltd., based in Northampton, UK leads the industry in interactive sales deck technology that enhances the direct sales presentation given at timeshare resorts worldwide. Founded in 2001, by Steve Pentland and Pete Jones, Generator is the only system in the industry to guarantee a return on investment. Clients that implement Generator experience an average of 10 key improvements in the sales process that result in higher personnel retention as well as other benefits that increase sales, reduce rescissions, and create profits.

For more information about how Generator Systems can benefit your resort please contact:

For information: <http://www.generator-systems.com>

Contact: [info@generator-systems.com](mailto:info@generator-systems.com)

Phone: +44 (0)1604 825500

Fax: +44 (0)1604 825501