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Generator Systems wins Double Honors at Industry Forum

November 22, 2006, Salt Lake City, UT. Generator Systems Ltd has been awarded two top honors from OTE (Organization for Timeshare in Europe) for their significant achievements in enhancing the timeshare sales process, at the annual convention, this year held in Cannes from 9th – 12th November. (The European equivalent of ARDA Spring Convention)

Generator is an Integrated Sales System, which sits on the sales table at the point of sale and works powerfully and harmoniously with the salesperson to close more deals, delivers a memorable tour experience and raises quality standards throughout the sales process.

The first award, for Innovation, presented by Howard Nusbaum, President of ARDA, recognizes five years of groundbreaking work in building and delivering reliable integrated sales systems that deliver a proven return on investment.

The second award, for Managing Change – the theme of the conference, was presented by the outgoing Chairman of OTE Ward Woods. It recognizes the vital role that Generator Systems “sales transformation” processes and methodologies play in guaranteeing a successful implementation of the system in a client’s sales environment, where managing change is key to the long term success of the project.

The awards were two of only five presented at the OTE Gala Dinner. Over 500 senior industry executives registered their votes online in each of the five categories prior to the convention. Each category held three choices that had been selected from a wider field of approximately 12 nominations by the conference organizing committee. The three other categories were Contribution to a charitable cause, Outstanding Quality and Sustainable Tourism.



Held at the spectacular Palm d'Or – home of the internationally acclaimed Palm d'Or film awards – in Cannes, the spectacular black tie gala evening was the finale of the convention.

Commenting on the awards received by Generator Systems, Howard Nusbaum, President of ARDA, who also presented the first of the two, said they were “well deserved, and a popular choice”.

Pete Jones commented that ‘These awards mean a great deal to all members of the Generator team and re-enforce that the industry believes in what we are doing and the way we are going about transforming the sales process.’

Steve Pentland added ‘We have been doing this for almost six years now and it has not been easy – the best thing about winning both awards is that it seems there is a real appreciation out there that innovation itself is not enough – the changes brought about by innovation need to be carefully and skillfully managed on an ongoing basis if the rewards are to be sustained into the future. Winning the Managing Change award means as much, if not more than the award for innovation, it shows our hard learned lessons in the field are beginning to pay off’.

Generator Systems Ltd specializes in sales transformation through the seamless integration of interactive technology and change management processes into the timeshare sales process.

With offices in the UK, Salt Lake City UT, and shortly in Orlando FL and Australasia (Q1 2007); installations in over 70 sales decks, 1,000+ sales people across 14 countries and 11 languages, Generator Systems is the leading global provider of sales system technology and change management process in the world.

Key benefits to organizations implementing the Generator Technology and change management processes include – Enhanced financial results and efficiencies; Brand Protection; Greater Compliance; Control and consistency over the sales process; Marketing efficiencies & vast tour data collection and analysis capability; Enhanced recruitment & retention of sales staff; Easier integration of sales & hotel operator functions.

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