

# Good service and a positive outlook help Gail earn recognition

30X GERALDTON has beaten competing firms across the country by being recognized for its commitment to customers.

Marketing co-ordinator at 30X Geraldton, Gail Henry, was honoured with two awards at the 30X Annual Awards night earlier this month at a ceremony in Fiji. Ms Henry took the prizes for Excellence in Sales and Marketing and Forum Support.

The franchise has 40 outlets in Australia and New Zealand, and Ms Henry said she was "stoked" to be recognised for her work. She said her charity nature and customer attitude was probably what set her apart from the rest.

"I'm very verbal and proactive in what I do and that's probably what set me aside, we have a chat forum where we talk about the challenges we face and business opportunities and I'm always on top," she said.

"I wasn't at all surprised at the forum win when they called the winners' names out people said 'Oh I wonder who will get that — Gail'.

"The sales and marketing award was a surprise, I knew I was in the running but when it was announced I was stoked.

"I was honoured for the best customer service award by an individual at the Mid West Chamber of Commerce and Industry Business Excellence Awards as well."

Director of 30X CFO and 30X Geraldton, Greg Stragross, said

he believed the franchise's training program for business owners was one of the reasons for the company's success.

"The 30X coaching club is an invaluable tool for its members," he said. "Aside from helping participating business owners in increasing their KPIs (key performance indicators) the coaching club also provides a professional circle of support, structure and accountability."

Ms Henry agreed, saying working with clients through the coaching club was one of the best parts of her job.

The owners of Geraldton Transport, Sharon and Robbie Robertson, are participants of the coaching club and they said the award was well deserved.

"30X Geraldton have helped to lift our confidence considerably — enabling us to tackle challenges and opportunities front on," Mrs Robertson said.

Ms Henry said she enjoyed being able to "connect with people and make a difference."

"Having had so many negative customer service experiences in the past, to have a positive customer service experience is very good.

"In marketing you're always meeting people and talking to them on the phone and you want them to come away with a good feeling, even if they never become a client."

—Megan Bailey



**Well connected:** Gail Henry of accounting firm 30X Geraldton says being "verbal and proactive" helped her to win two awards for sales and marketing and forum support at a national awards ceremony in Fiji. Photos: CONTRIBUTION