

Outmaneuvering the Competition: Winning a Major Client in 24 hours

| Overview

Guy Amosi, CEO of Avison-Young Israel, was in a tight spot. Competing against other brokerages to win a large transportation company as a client, he needed a standout strategy. The challenge escalated when the client was unimpressed with their initial space offering.

| Main Challenge

The race was on. Other firms were already showcasing multiple spaces, putting Avison-Young at a disadvantage. The key to winning this deal was not just finding the right space for the client, but presenting its future state in an irresistible way.

| Solution

Understanding the client's concerns about the space, Guy asked for just one day to change their minds. Enter qbiq. Guy quickly inputted the client's needs and received, in just 24 hours, three tailored fit-out plans with a realistic rendered tour showcasing the potential of the space Guy initially offered.

| Impact

The client was blown away by how Guy managed to bring the space to life, tailoring it to their exact needs. This innovative approach not only showcased the space's potential but also highlighted Avison-Young's commitment to client-centric solutions.

The deal was sealed.



“qbiq is a game-changer. We showcased not just a space, but the company’s future in it - all in 24 hours. qbiq has become more than a one-off triumph; it's our ‘secret’ deal-closer for multiple opportunities.”

Guy Amosi, CEO of Avison-Young Israel