AJG Direct Host Team Building Activity

Thursday 14 April, 2016

Sales and marketing specialists, AJG Direct is set to take their team of self-employed contractors on an exciting team-building activity weekend. The firm reveal why they believe this will lead to increased productivity within the firm.

About AJG Direct: http://ajgdirect.co.uk/about-us/

MD Paul Gillett of London-based event marketing firm AJG Direct, has revealed that he will be taking his team of hard working, self-employed contractors on a fun paintballing trip next weekend. He has planned this activity-filled trip as the perfect chance for his company's contractors to relax and let their hair down, in order to recharge their batteries and return to work with a fresh mind-set. Paul Gillett also hopes it will be a great opportunity for the contractors to get to know each other better.

Paul Gillett of AJG Direct feels that it is important for every organisation to build strong bonds within their firm as forming genuine friendships within a work environment will inspire each individual to work even harder. The Managing Director says that if colleagues become friends they are more likely to work harder as they will not want to let any of their friends down. Therefore, AJG Direct's Paul Gillett states that this leads to increased productivity and motivation within the firm as well as all individuals working towards common goals in order to make the business even more successful.

AJG Direct's MD Paul Gillett believes that the benefits of team building include: a way to provide high-impact learning, increases team skills, improves morale, improves communications and creates long-lasting relationships. The firm is confident that their paintballing trip next weekend will help to encourage all of these skills and improvements.

AJG Direct is a sales and event marketing firm based in London. The firm specialises in a unique form of marketing whereby they create personalised campaigns on behalf of their clients' brands and take them directly to consumers via face-to-face marketing techniques at specialised events. AJG Direct states that these one-to-one connections with consumers help them to establish long-lasting and personal business relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

AJG Direct pride themselves on their ability to create a strong work-life balance and positive working environment for their sales force. The firm regularly host road trips and fun activities – such as the paintballing trip – as well as offer motivational seminars in order for their self-employed contractors to develop new skills and boost morale. Paul Gillett at AJG Direct believes that it is important to offer all of these things in order to see the best results and ensure that his sales force are happy and motivated to perform to the best of their ability.

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