# Aktiv8 Promotions reveals inspiration behind their brand name

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Young and innovative sales firm Aktiv8 Promotions has revealed the inspiration behind their brand name and outlined their core company values.

Aktiv8 Promotions is a newly founded sales and marketing firm based in Birmingham's city centre. The firm believes in fresh and innovative thinking and uses this as the basis of their unique direct marketing campaigns. As a new firm, Managing Director Seetal Rupra believes it is vital to outline their expectations as well as the results they guarantee to deliver to clients.

About Aktiv8 Promotions: http://www.aktiv8promotions.co.uk

Although the firm is young and newly founded, they already have huge goals in place and their clients have outlined their expectations from the firm to deliver an increased market reach and increased customer acquisition. This has led Aktiv8 Promotions to really consider their core values and what they expect from their self-employed contractors.

Aktiv8 Promotions has outlined the 8 key skills they look for:

**1.**Have a great attitude

**2.**Be on time

**3.**Be prepared

**4.**Work full 8 hours

**5.**Work your territory

**6.**Maintain a positive attitude

**7.**Know why you are here

**8.**Take control

Business Owner, Seetal Rupra has revealed that these 8 skills were behind her inspiration to choose the name 'Aktiv8 Promotions' and has now instilled these skills as the core values of the company. The Managing Director is confident that outlining these expectations helps to increase productivity and creativity throughout the firm. This also highlights to the firm the ideal candidates who they would like to work with and who they believe can increase results as well as develop on a personal level within the firm's company culture.

Aktiv8 Promotions is an outsourced sales and marketing firm based in Birmingham. As direct marketing specialists the firm has plenty of experience in face-to-face marketing and uses this to create unique, personalised marketing campaigns on behalf of their clients' brands. By connecting with consumers on a one-to-one basis the firm are able to encourage long-lasting and personal business relationships between brand and consumer. In turn, this often leads to increased customer acquisition, brand awareness and brand loyalty for their clients. Due to the personalised nature of their services, Aktiv8 Promotions are able to guarantee a high return on investment for their clients as well as offering a 'no win-no fee' basis which means their clients never have any financial risk to their business.

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