

Alpha Gamma Solutions release statement on beating the odds!

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Leicester-based sales and marketing firm, [Alpha Gamma Solutions](#) have recapped on Leicester City's amazing win earlier this year in the Premier League and revealed their stance on underdogs and beating the odds.

About Alpha Gamma Solutions: <http://alphagamma.co.uk/>

As the next season of the Premier League is about to get underway, Alpha Gamma Solutions have reflected on how last season Leicester City defied all the odds to win the title, despite being the massive underdogs compared to other big names. Leicester-based Alpha Gamma Solutions have shared how the people in Leicester are still going crazy about the result months later and feel confident about the start of the next season.

Alpha Gamma Solutions believe that Leicester City are examples of how underdogs should never let their status mean that they don't try. Alpha Gamma Solutions point out that too often the underdog feels as though they cannot compare to bigger names and instead gives up. However, the firm believe that the Leicester City team is proof that this is not necessarily the case.

Alpha Gamma Solutions believes that on television and in films most people will support the underdog and state how they feel this is the same in real life. The firm highlight how many local businesses are considered to be the underdog compared to larger brands, however many shoppers choose to support their local businesses instead.

The firm state how those who are considered less experienced or underdogs should seek out advice and get help from more experienced mentors. Alpha Gamma Solutions are confident that in business, entrepreneurs always want other entrepreneurs to succeed and will therefore offer all the advice they can.

Alpha Gamma Solutions believe that it is always possible to beat the odds with a positive attitude, hard work and determination. The firm share how they think entrepreneurs and business owners should never listen to statistics about failure and instead should concentrate on learning everything they can and making sure that they succeed.

Alpha Gamma Solutions is an [outsourced sales and marketing firm](#) based in Leicester. The firm specialises in a unique form of marketing which allows them to connect with consumers on a face-to-face basis. This one-to-one interaction with consumers helps to forge long-lasting and personal business relationships between brand and consumer. Alpha Gamma Solutions state how, in turn, this often leads to increased customer acquisition, brand awareness and brand loyalty for their clients. Alpha Gamma Solutions guarantee a high return on investment through this personalised marketing process.

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Beating The Odds :: Underdog ::
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