Atlas Outsourcing Focus on Growth Following Return from USA Sales Awards

Thursday 3 July, 2014

Direct Marketing Company, Atlas Outsourcing, have returned from their recent trip to the USA where they attended the prestigious Sales Awards ceremony for the outsourced sales industry.

The event was held on Saturday 28th June, 2014 at the Kimmel Center for Performing Arts in Philadelphia, Pennsylvania. Around 2500 people travelled from around the globe to attend the ceremony making it one of the largest events in the outsourced sales industry.

The Managing Director of Atlas Outsourcing, Matt Stewart, travelled to the US to attend the event where he witnessed many of his mentors' present sales awards to other outsourced sales company owners. On their return to the UK the firm say that the experience in the USA has led Atlas Outsourcing to devise and implement a new growth strategy.

The growth strategy is focused on enhancing Atlas Outsourcing's successful execution of dynamic growth. "It is important to us that our growth goals are interpreted correctly by all those that trade with our business. We need to rapidly respond to the demand of outsourcing services with creative ideas and innovations to maintain our competitive edge here in the UK," says Managing Director, Matt Stewart.

There are a number of area's Atlas Outsourcing will focus on including:

Intensive Growth:

Part of increasing growth is to form a growth strategy that brings the best results from the least amount of effort and risk. The lower risk ideas are known as Intensive Growth Strategies, where each idea brings more opportunities for fast growth, but also more risk.

1. **Market Penetration –** The least risky growth strategy for any business is to simply sell more of its current product to its current customers, this is a strategy that has been perfected by large consumer goods companies.

2. **Market Development –** Devise a way to sell more of the current product to an adjacent market. For example, offer the product or service to customers in another city or state.

3. **Alternative Channels –** This strategy involves pursuing customers in a different way such as selling products online.

4. **Product Development –** This involves developing new products to sell to existing customers as well as new ones. It is more ideal to sell new products to existing customers because this is far less risky that having to learn a new product and a new market at the same time.

5. **New Products For New Customers –** Sometimes market conditions dictate that the business needs to create new products for new customers.

Following the Intensive Growth Strategy Atlas Outsourcing may look into shifting their focus to acquisition or Integrative Growth Strategies. There are a few viable methods when it comes to implementing an Integrative Growth Strategy which Matt Stewart will likely consider in the coming years.

1. **Horizontal –** This strategy involves buying a competing business or businesses. Implementing this strategy not only adds to the company's growth but also eliminates another barrier standing in the way of future growth – mainly, a real or potential competitor.

2. **Backward –** This involves buying one of the company's suppliers as a way to better control your supply chain. Doing this could help to develop new products faster and potentially more cheaply.

Atlas Outsourcing is focusing on developing and implementing much of the above for the growth of their direct marketing business.

Media:



Related Sectors:

Business & Finance :: Travel & Tourism ::

Related Keywords:

Atas Outsourcing :: Matt Stewart :: Business Growth :: Business Strategy USA :: Sales Awards :: Reading :: Direct Marketing ::

Scan Me:

Company Contact:

_

AtlasCorp

E. info@atlascorp.co.uk
W. https://www.atlascorp.co.uk/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.atlas-outsourcing-ltd.pressat.co.uk