

## Atlas Outsourcing's Managing Director, Matt Stewart, is invited to be a Keynote Speaker at London Event

Wednesday 24 September, 2014

[Matt Stewart](#), the Managing Director of outsourced sales and event marketing company, [Atlas Outsourcing](#), was invited to be a keynote speaker at a recent regional conference. The event, held on Sunday 14<sup>th</sup> September at the Grand Connaught Rooms in London's Covent Garden area, focussed on every aspect of the industry, from Product Training to Crew Management, with Stewart's seminar centred on Sales Impulse Factors.

Reading-based business, Atlas Outsourcing, focuses on the delivery of personal face-to-face customer service and sales acquisitions on behalf of a range of clients. The company's direct approach to marketing generates new customers and guarantees results, whilst providing a professional, accessible and interactive service. Direct contact with customers also provides instant campaign feedback, allowing effective analysis and reporting, ensuring that improvements can be implemented without delay.

This quality of service is possible as a result of high quality training, which takes place on a daily basis in the Atlas Outsourcing office in Reading. Training is encouraged from the early stages of development, helping team members to develop both a student mind-set and an instructive approach to learning. Twenty five representatives from Atlas Outsourcing office were also in attendance at the regional conference in London, demonstrating the importance of these events, which provide unparalleled opportunities to learn from a range of industry experts.

Stewart has become a regular speaker at these types of events, due to his natural charisma on stage, his growing popularity within the outsourced sales and marketing industry, and his ability to deliver inspiring, engaging speeches. Stewart has been a guest speaker at several seminars in the past, however, this is the first time that he has been invited to lead a talk on such a grand scale, with hundreds of guests in attendance at the impressive London-based venue. Having attended workshops and lectures throughout his own training, Stewart now credits these events as a significant part of his development:

"It's great to be invited to speak at these events. I remember attending networking and leadership meetings when I was training and it was an important part of my development; the opportunity to learn from experienced managers was invaluable, but it was also extremely beneficial to network and share information with people at my own stage."

Stewart has provided onsite training for his team at Atlas Outsourcing, and is now looking forward to sharing further lessons with the next generation of aspiring sales and marketing representatives over the coming months. National conferences, workshops and networking events provide useful opportunities for self-development, and Stewart's leadership qualities are now being recognised as he continues to build his reputation in the sales and marketing industry.

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