Blue Branch seek out individuals with the competitive edge

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Events promotions company, Blue Branch, reveals why they are looking to attract individuals with a competitive edge.

Edinburgh-based events promotions company, Blue Branch, have just recently expanded their event portfolio, and as a result, have a number of exciting new opportunities opening up for competitive sales contractors looking to showcase their talents within the sales and marketing industry.

Blue Branch doesn't pre-judge on education or experience, instead they look for people with a competitive edge, winning mentality and strong work ethic. The firm is able to recognise the benefits that talent brings over experience or education. As a result of the investment in training these benefits include more engaged workers, fresh perspectives, greater creativity and more loyal workers.

About Blue Branch: http://www.bluebranch.org/about/

Competition is an important aspect for business growth and benefits not only consumers, but also businesses in different ways. Competition makes a business think innovatively, which is necessary for the growth of a business and innovative thinking encouraged from competition makes a business stand out from the crowd. In addition to innovation, competition within a company improves the quality of service given to customers; this is because when competition is around, a business is forced to provide better quality services and this will lead to more customer satisfaction, which of course benefits the firm in the long term. Competition also creates motivation amongst workers. To stand out from the competition, one needs to become proactive, alert, creative and focused; this all helps to think of better ways to satisfy customers and will help a business stand out from the competition.

'*Business is often associated with competition as most companies are in competition with at least one other firm over the same group of customers,*' states Rania Noumaan, Managing Director of Blue Branch. '*Competition within a firm helps to provide opportunities for creative thinking, helps to motivate a firm to give a higher standard of customer service and ensures smarter working,'* added Rania Noumaan.

Blue Branch is an Event Promotions company based in Edinburgh. The firm specialise in event marketing campaigns and were formed due to the ever-changing demand for alternative marketing strategies. Blue Branch sends clear messages directly to consumers without the use of high cost commercial marketing methods. Each marketing campaign is delivered on a face-to-face basis, letting the firm's sales representatives build relationships with customers from the initial point on contact at event venues. The firm encourages competition within the firm and are always on the look out for talented individuals who want to bring their competitive edge into the sales and marketing industry.

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Company Contact:

Blue Branch

T. (+44) 79 43 377834
E. admin@bluebranch.org
W. https://www.bluebranch.org/

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