Blue Moose Attend Sales Tactics Seminar

Wednesday 21 September, 2016

Sales and marketing firm Blue Moose attended an important sales tactics seminar in Newcastle last week where their CEO gave multiple speeches in order to help develop the industry's new leaders.

The sales tactics seminar was an important date in the sales and marketing industry's calendar. The seminar saw hundreds of small business owners in the sales and marketing industry, as well as their top achieving contractors, attend in order to develop and learn new skills and sales tactics.

About Blue Moose: http://wearebluemoose.com

The seminar was held at the Hilton Hotel in Newcastle, Gateshead. With Innovative event spaces and beautiful scenery surrounding the venue which is located on the banks of the River Tyne, the Hilton is an inspiring venue for seminars and conferences. Just a short walk from the city's cultural and commercial hubs the venue boasts 10,000 square feet of versatile event space including nine flexible function rooms and the Gateshead suite which can hold up to 500 guests. This made the hotel the perfect venue for the event's guests to network and enjoy several expert speakers.

The CEO of sales and marketing company Blue Moose was invited to the Newcastle event where he was asked to speak on several topics including 'Employee vs Entrepreneur mindset' as well as 'How to retrain'. Blue Moose felt that these were incredibly important topics for young industry leaders to learn about. The firm highlights how, particularly in the sales industry, businesses encourage entrepreneurial thinking in order to progress and grow. Therefore, learning how to shift from thinking like an entrepreneur to thinking as a business owner is incredibly important. Additionally, learning how to retrain individuals who need to go back to basics is also important. Blue Moose shares how they don't believe in giving up on people and state that everyone can learn how to be a success if they invest the right time and have the right teacher.

Blue Moose highlights how the seminar was extremely valuable for young business leaders within the sales and marketing industry as the guest speakers offered a lot of knowledge and advice which could be implemented into their own businesses. Additionally, it was a valuable networking opportunity which allowed the young leaders to connect with like-minded business individuals.

Blue Moose believes that it is vital to continuously develop the industry's new leaders in order to keep the sales and marketing industry thriving and growing in order to offer more opportunity for success, and the potential to attract new clients.

Blue Moose is an outsourced sales and marketing firm based in Newcastle. The firm specialises in personalised marketing campaigns which allow them to connect with consumers on a face-to-face basis. By connecting with consumers in this unique format, Blue Moose highlights how they are able to encourage long-lasting and personal business relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

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