

## Company Culture Credited by Ventas Central for Killer Growth Last Quarter

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Ventas Central announces an 18% growth in sales last quarter, and credits their increasing demand of outsourced services responsible for the boost in revenue.

Ventas Central is an outsourced specialist firm based in Chelmsford, Essex, who uses direct forms of marketing to increase customer acquisitions. The firm's figures from the last 12 months display an increased demand for outsourcing, with last quarter confirming an 18% growth within the company. A report on Freelancer.co.uk revealed the UK as the second largest outsourcing market in the world, so it's credible that Ventas Central's outsourcing services in sales and marketing were responsible for the company's boost in revenue.

Managing Director Josh Peace at the Essex based outsourced firm claims company culture is vital when it comes to rapid business growth; it could either make or break a company. Company culture is the shared values, practices, ethics, goals that define what a company is like to work for. Josh Peace states how company culture must be positive and a clear vision must be instilled in all sectors of the business. It's an essential factor to consider, especially for small businesses or start-up companies. Any smart business strategy needs skilled and motivated people in order to gain successful results, and so a positive company culture should be implemented throughout a company. (<http://www.entrepreneur.com/article/225851#ixzz2THPuVtmN>)

Company culture adds significant benefits to the corporate environment, and contributes greatly to the success of a company. By creating an environment where individuals value their work and are able to learn and grow, this will attract the most talented people. These new and well suited individuals will then contribute to the development of improving company culture in the future.

So what is it that makes a great company culture? Josh Peace at Ventas Central states, 'Make sure that your brand is something worth being proud of. It is impossible to develop loyalty and instill a feeling of adoration for a brand that is not loved by those representing it.'

Businesses like Ventas Central who display brand transparency are more likely to gain a greater respect from clients and be able to interact with them on a personal level. The outsourced firm in Chelmsford are passionate about exposing potential new customers to products and services in a way that will resonate them.

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Source:

<http://www.forbes.com/sites/martinzwilling/2012/03/03/10-ways-to-build-a-business-culture-like-apple/>

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