DKS World Outsourcing takes road trip to Liverpool

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Birmingham-based sales and marketing firm, DKS World Outsourcing took their salesforce on an exciting road trip to Liverpool this weekend. Here, the firm reveal the importance of expanding their horizons.

About DKS World Outsourcing: http://www.dksworldoutsourcing.com/about/

Over the past weekend, DKS World Outsourcing took a road trip to Liverpool with their salesforce. The firm regularly run road trips and believe they play an important part in increasing market reach for their clients' brands. Extensive research is conducted to decide where is best to find their clients' ideal consumers and this week's location was decided as Liverpool.

DKS World Outsourcing is confident that these road trips also help the firm to connect and build genuine relationships within the firm, which in turn helps them to aspire towards common goals. This is incredibly important for the firm who work with self-employed contractors, as they want to see each contractor perform to the best of their ability as well as see the business as a whole perform well. In turn, this will lead to exciting things such as expansions and increased market reach.

DKS World Outsourcing is an outsourced sales and marketing firm based in Birmingham. The firm helps to increase their clients' customer acquisition, brand awareness and brand loyalty through personalised marketing campaigns. DKS World Outsourcing develops and implements unique direct marketing campaigns, which they take directly to consumers via face-to-face marketing techniques. This allows the firm to establish long-lasting and personal business connections between brand and consumer which leads to increased results for their clients.

DKS World Outsourcing's Managing Director, Dalvir Sandher highlights how these road trips are incredibly motivational for the firm. “By visiting new locations and connecting with new people, we as a firm, are able to develop new skills and improve sales techniques which helps to generate high quality results," outlines the MD. “This helps to motivate every individual to put these new techniques into place when we return to our Birmingham office."

DKS World Outsourcing states how the Liverpool road trip was a huge success and highlights how this has led the firm to plan another road trip for the end of the month. The firm is still conducting market research and is unable to disclose the location of their upcoming road trip but have named the trip 'DKS World Outsourcing's Road Trip Bonanza'. The firm is aiming to deliver the most outstanding results yet.

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