

EA Worldwide Acquisitions Carefully Select Sales Territories to Avoid Low Performance

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[EA Worldwide Acquisitions](#) attribute their expansive market reach for the company's high sales performance. The direct marketing firm highlights the importance of specific territories in order to avoid poor sales and dysfunctional leads.

EA Worldwide Acquisition was established in Boston, USA in 2001 by Managing Director [Josh Cote](#). Since then EA Worldwide Acquisitions has excelled in the saturated outsourced sales and marketing industry. The firm has gone from strength to strength; seeing off fierce competition from other companies within the industry, to provide a first class customer acquisition service for their clients. For this reason MD Josh Cote is a renowned entrepreneur in both the USA and in the UK markets. EA Worldwide Acquisitions is thriving at a time that many other start-ups try and fail in the UK; the success of EA Worldwide Acquisitions has seen the firm expand throughout the UK and Europe.

The rapid and prolonged expansion of EA Worldwide Acquisitions is due to two main reasons. Firstly from a high demand for their services from clients; the reason why EA Worldwide Acquisitions have a high demand for their services is because the firm guarantee their clients results. The company focuses on face to face sales, through B2B, events or B2C in order to create the most direct personal link between clients and potential and existing customers.

Secondly, EA Worldwide Acquisitions have company policy to ensure an extensive market reach because multiple territories increase sales performance. The firm uphold the importance of territories, mainly organised by geography in order to maintain morale, have good retention rates of the client and the seller and in order to increase sales results.

Without the use of territories, a number of problems can occur. For example:

- You create a variety of conflicts. Inevitably one seller will think another is poaching. There will be conflicts about when the lead is no longer being worked by one seller and can become an open lead again. There will be conflicts about whose turn it is in the queue to receive inbound leads. To name but a few.
- Networking grinds to a halt because no one wants to go to an event where they might bump into their colleague's prospects.
- Open leads become irritated because they receive constant calls from a variety of sellers trying to qualify them.

EA Worldwide Acquisitions is a leading outsourced sales and marketing company that specialises in customer acquisitions and retention, as well as lead generation for a diverse portfolio of clientele. Rather than attempting to accomplish results through the use of traditional mass media forms of advertising, EA Worldwide Acquisitions utilise a more pro-active approach and use years of experience to help clients to drastically decrease the gap between indirect marketing and the customers' needs.

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