GB Business Enterprise reviews winning formula to earn the respect from your sales force

Wednesday 23 March, 2016

Direct sales and event marketing experts GB Business Enterprise reviews the approach Mark Ritson used to gain respect from his sales force, and in turn how this contributed to a surge in sales.

About GB Marketing Enterprise: http://www.gbmarketingenterprise.com/about-us/

Event marketing firm GB Business Enterprise often look for inspiration when leading their independent sales contractors to success. Recently GB Business Enterprise looked in-depth at the approach taken by Mark Ritson and his success story when driving sales. The manner in which Ritson achieved respect as a campaign manager, was to simply show the sales force how to increase their sales count and in turn their earning capacity. By empowering both the sales force and the marketing team, it allows coercion to occur in both departments. By allowing cross department communication to occur a full and more in-depth understanding of the market can be achieved. Once both parties appreciate their role in each other's success the respect is achieved and the ability to maximise marketing and sales strategies can be accomplished.

Respect on the efforts made by the marketing department is crucial for optimal results from the sales team. By demonstrating the importance of annual research, proper segmentation, choiceful targeting, differentiated positioning, smart objectives and zero-base budgeting, it will provide insight to the salesforce when planning strategies on time frames and territory assignment. By understanding when a target market is under influence of a targeted marketing strategy, it will in turn increase the likelihood of achieving a strong sales opportunity.

GB Marketing Enterprise is an outsourced sales and event marketing firm based in Cardiff. The firm specialises in a unique form of direct marketing that increases brand loyalty for their clients' brands. By connecting with consumers on a face-to-face basis, GB Marketing Enterprise is able to make personal and long-lasting connections between brand and consumer. As well as improving customer retention rates, this technique also leads to improved customer acquisition and brand awareness.

GB Business Enterprise is proud to offer their contractors the opportunity to obtain guidance and support from marketing experts within the firm's network. The independent contractors are able to benefit from seminars led by industry leaders, and the objective of the firm is to offer personal development opportunities as an advantage of working with the company. GB Business Enterprise believes they offer their clients elite representation across all their promotional campaigns.

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