Iconic Strategies Attend Leadership Event in London

Tuesday 14 October, 2014

The premier sales and marketing firm travelled from Norwich to join a number of other marketing professionals and leaders at the important leadership event in central London.

On Saturday 11th October, direct sales and marketing specialists Iconic Strategies made their way to Tower Bridge in London to attend a much praised industry event. The firm joined 40 other industry professionals from all corners of the UK, all looking to improve their knowledge and understanding of leadership trends and techniques.

The event was held at London's Tower Bridge Hilton Hotel, a favoured venue by many within the sales and marketing industry. The Tower Bridge Hilton offers a broad selection of meeting rooms and conference spaces, ideal for almost any business event. The Hotel also provides an advanced business centre and state of the art audio and visual equipment, making it an ideal location for business leaders to inspire and teach others within their industry.

As well as the 40 attendees, the leadership event also invited four special guest speakers from the industry, all chosen due to their impressive success within sales and marketing. Each speaker covered topics on leadership and management, as well as how to inspire and motivate others and encourage greater sales.

Iconic Strategies make it their mission to attend as many of these events as possible to help both their business and their representatives grow and develop. The firm believe that by attending these events they are able to keep one step ahead of new industry trends and changes in consumer behaviour, which helps them to maintain the high level of service their clients have come to expect from the Norwich based firm. The firm are always keen to bring their most promising representatives to industry events such as the London leadership event as the experience provides them with valuable insights that can help them progress into effective leaders themselves. Iconic Strategies also believe industry events help their young representatives by allowing them to network with other future entrepreneurs, which motivates and inspires their representatives on their return.

Iconic Strategies is a direct sales and marketing firm that help their clients to boost sales and brand awareness by improving their customer relationships. Iconic Strategies' sales force meet with customers on a one on one basis, providing customers with a unique hands on experience that allows them to fully interact with a brand and their products. This then leads to an increase in customer loyalty which provides their clients with a higher ROI which helps them to grow their businesses.

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