Live Innovations' MD Speaks At Regional Sales Conference

Wednesday 17 September, 2014

On Sunday 14 September 2014, Live Innovations attended a Regional Sales Conference at the Grand Connaught Rooms in London. MD Tom Harris was invited as one of the key note speakers.

On Sunday, firms from the direct sales and marketing sector were invited to attend the regional sales conference held at Grand Connaught Rooms, 61-65 Great Queen Street in Central London. Tom Harris, Managing Director of London-based firm Live Innovations, was invited as one of the key note speakers. "It was an honour to be invited to speak in front of such a big audience," says Tom Harris of Live Innovations. Over 1,000 sales and marketing professionals from all over the country attended this annual event. 32 key note speakers were invited to share their knowledge and experience at the conference. Topics cover included: Product Knowledge, Impulse Factors, Key Points to Great Quality, Objections and Overturns and Leadership.

Tom Harris of Live Innovations gave his speech at the Edinburgh Suite, talking to his audience about the importance of knowing the product. "Product knowledge is absolutely crucial when it comes to sales and marketing," explains Tom Harris. "Knowing your product is what drives sales." During his presentation, Tom Harris of Live Innovations outlined that product knowledge leads to enhanced communications skills, boosts enthusiasm and confidence and in addition to that, it assists in overcoming objections. "Knowing your product sounds so basic," says Tom Harris of Live Innovations, "and yet its importance is often underestimated. The more you know, the more confident you are to talk about the product. This automatically increases the consumer's trust, enhances the chance to close the deal and creates enthusiasm on both sides, increasing sales as a result," adds Tom Harris.

The reason fTom Harris was selected to be a key note was due to his extensive experience in the direct sales and marketing field. He started Live Innovations in 2011 and has since grown his business with strong determination and his drive to succeed. Live Innovations are one of the market leaders of the direct sales and marketing sector in the Greater London area. One of the company's main success factors are their personalised approach with customers, through face-to-face interactions, and the intense focus on product knowledge.

Looking forward, Live Innovations are planning to expand into further markets by the end of this year in order to represent their clients nationwide. Plans to expand into Europe are also under discussion.

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Business & Finance :: Media & Marketing ::

Related Keywords:

London :: Sales :: Marketing :: Live Innovations :: Tom Harris :: Conference :: Products :: Customer Service ::

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