

LMS Thinking Host Virtual Conference to Promote Sales and Marketing Tactics

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Managing Director of [LMS Thinking](#), [Tim Kennedy](#), hosts a virtual conference call to go 'back to basics' with sales and marketing managers spanning three continents and three different time zones.

LMS Thinking is a leading outsourced sales and marketing firm with a network of offices throughout Australia, the USA and the UK. Tim Kennedy, entrepreneur and Managing Director of LMS Thinking is continuing to grow his realm of business locations and still has big plans for future expansion. With this network of offices spanning three different continents, virtual conferencing is an incredible tool for the firm.

Tim Kennedy hosted a 45-minute back-to-basics conference via Skype for LMS Thinking managers. 'Working across multiple time-zones can be challenging but using virtual conferences as a means to communicate is fantastic. No matter where people are you can get up to ten people on the same group video call,' said Tim Kennedy. Rather than the old means of conference calls via the telephone, video calling also enables those in the group to see each other as well as hear each other, which makes the messages being put across much more effective. The conference covered eight key points for generating quality leads, improving customer retention and boosting overall sales figures within the industry.

Lead generation describes the marketing process of stimulating and capturing interest in a product or service for the purpose of developing the sales pipeline. In recent years, the consumer buying process has changed, and marketers need to find new ways to reach buyers. Instead of finding customers with mass advertising, marketers must now focus on being found and learn to build continuous relationships with buyers. At LMS Thinking, the firm use direct marketing strategies to ensure this relationship is built up from the beginning and this will boost overall sales figures for their clients.

Every customer appreciates good customer service and if a customer receives this, it will lead to a higher customer retention rate for the company. The first point of contact that a company makes with their customers is crucial to help maximise customer retention. At LMS Thinking, this initial meeting with customers forms a central part of their customer care business strategy. Since this new strategy was put into place earlier this year, the firm have reported an increase in customer retention rates for their clients. 'High customer retention rates are naturally supported by direct marketing strategies due to its personalised nature through face to face sales,' said Tim Kennedy. 'Here at LMS Thinking, we take customer service extremely importantly and strive to establish positive relationships with customers that will result in improved customer retention rates for our clients,' adds Tim Kennedy.

LMS Thinking use direct marketing strategies to boost the sales figure for their clients. Direct marketing is cost-effective for clients and at the same time, gains sales at a faster rate than any other form of marketing. Direct marketing includes tangible offers – this provides customers with a sense of urgency to respond within a certain period of time, allowing clients to keep better tabs on campaigns and see results faster. And unlike advertising, face-to-face direct marketing firms such as LMS Thinking receive instant feedback on the product or service being marketed. LMS Thinking can then invest this feedback straight back into improving the quality of the service that they provide for their clients to ensure the generation of quality leads, customer retention rates and overall sales figures are maintained at a high level.

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