

Managing Director of Executive Touch Gives Inspiring Talk at Manchester Seminar

Wednesday 17 September, 2014

[James Sagar](#), Managing Director of sales and marketing firm [Executive Touch](#), was invited to speak at the Manchester seminar to share his knowledge with industry professionals.

On Sunday 14th September, direct sales and marketing professionals from across the country traveled to Manchester to attend an insightful seminar hosted by a number of industry experts. The seminar was held at the famous Old Trafford Emirates cricket ground, regarded as one of the UK's most prestigious conference venues. Emirates Old Trafford provides state of the art, flexible conference facilities suitable for a wide range of business uses. The venue's main conference space 'The Point' can accommodate up to 1200 attendees and boasts incredible views across the famous cricket ground. For more intimate events the venue offers a range of slightly smaller rooms, 'The Pavilion' for example offers a more traditional yet highly adaptable space and due to its recent £7.5 million renovation, provides professionals with a wide range of luxury conference facilities.

The one day conference presented a strong selection of key note speakers covering a range of topics related to the sales and marketing industry. Leeds-based firm Executive Touch were thrilled to be asked to attend the event and learn from the experiences of the various speakers. Managing Director of Executive Touch, James Sagar, was honoured to be asked to speak at the event. With many entrepreneurs and young business owners in attendance, speaking at the conference was an exciting opportunity to inspire young minds and prepare them for the business world.

The topics covered by Sagar at the conference encompassed many aspects of direct marketing with a strong focus on the importance of product training. What makes direct marketing so popular among a wide range of industries is the opportunity it creates for customers to interact with both brand and product. Allowing customers to ask questions and express their individual requirements means companies can tailor their services to suit each customer's needs. In order for this more personal approach to sales and marketing to be successful, it's vital for sales representatives to have extensive product knowledge and a strong sense of how the brands services can be adapted to meet individual customer requirements.

Executive Touch is an outsourced sales and marketing firm that specialise in providing personalised marketing solutions. The firm use face to face interactions to help clients gain a deeper understanding of their target market, which allows them to further their market reach and increase ROI.

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