Mojico reveals importance of team activities in competitive environment

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Media:

As specialists in sales and marketing, Mojico runs a naturally competitive environment. The firm's CEO released a statement this week revealing the importance of building team relationships in this environment and what activities they offer to achieve this.

About: http://www.mojico.co.uk/about-us/

A sales business is a naturally competitive environment because not only are businesses competing to offer the best products and services on the market but they are also competing to attract the best consumers and ensure brand loyalty. Individuals in a sales business are competing to deliver the best results and as the market is booming with sales businesses it is vital to outperform competitors. Naturally, this leads to a thriving and competitive industry.

Therefore, sales and marketing firm Mojico believe that developing business relationships is vital in this fast-paced and competitive environment. The firm shares how by building on these relationships internally they can ensure that their independent contractors always has access to a strong support network and feels motivated when challenges come their way as opposed to defeated.

For this reason, Mojico runs multiple, weekly team activities. For example, on a Monday Mojico runs an activity they call, "Health and Wealth Mondays" where they take their new candidates to the Great Gatsby bar in Sheffield. This local venue is ideal for people getting to know one another and Mojico stresses that hosting this on a Monday is particularly important. "Monday's are make or break for a person's week," shares Managing Director, Roel Mojico. "Everyone tends to feel more sleepy and unproductive on a Monday so we ensure our contractors start the week on a high by organising a fun evening out," adds the business owner.

On Thursdays, the firm offers a "Top Gun Dinner" which is held exclusively for contractors who are putting in the right effort and right attitude, not necessarily those who are producing the best results but those who are on track to do so. Mojico takes these contractors to the best restaurant in Sheffield and gives them the opportunity to learn from one another's successes throughout the week.

Additionally, Mojico has started encouraging a team bonding activity during Thursday day time. Everyone within their business will take a few hours out of their usual routine to come together for a game of football. Managing Director, Roel Mojico states, "We are not only encouraging team building here but we also help competition to thrive in a fun and natural way. By offering a sporting activity we also see health benefits which are vital for business success."

To round off the week, Mojico runs a "Winner's Circle" on Fridays. This event is for the top performers of the week and allows these individuals to celebrate their achievements by spending the evening at a top bar in Sheffield.

Mojico feels that all of these activities help to drive motivation, productivity and success within their business as well as helping to form strong networks. Mojico feels this is important as when people are focusing on self-development they often need to come to others for advice. By helping their contractors develop these relationships, they encourage mentorship and learning.

Mojico is an outsourced sales and marketing firm based in Sheffield. The firm specialises in a personalised form of direct marketing which allows them to create unique marketing campaigns, accurately representing their clients' brands. By connecting with consumers via face-to-face marketing techniques, this encourages brand loyalty and brand awareness as well as increasing customer acquisition.

Mojico specialise in a personalised form of marketing to generate a high ROI for their clients. For more information Follow @Mojico_ on Twitter and Like them on Facebook.

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