# New Study Confirms Atlas Outsourcing Theory Behind Merged Sales and Marketing Strategy

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Atlas outsourcing have suggested that their sales and marketing strategy offers 'above average' results and a new study reveals why their successful marketing methods might be a good choice for UK household brand names.

A new study published at Texas Tech University discusses how an organization's sales team may be the best way of attaining marketing information. The study highlights the 4 best practices that a company should use to turn sales knowledge into marketing innovation. This includes, improving communication between sales and marketing departments and increasing interaction between sales and marketing departments. The study confirms that merging sales and marketing together increases results.

Atlas Outsourcing is a company that integrates both the sales and the marketing functions to create effective campaigns for their clients. The firm has found that as they combine both the sales and the marketing elements together, a greater success rate is achieved.

The firm believes that aligning sales and marketing strategies and perhaps even merging the functions can improve results for a business. 'By merging the functions and up-skilling individuals to be able to work both roles should be the ultimate goal and will lead to higher productivity'claims Managing Director, Matthew Stewart. Although completely eliminating independent sales and marketing roles would be impossible for many businesses, having individuals understand the responsibilities and expectations of both functions is essential for success; especially when they have to work together.

Atlas Outsourcing integrates both the sales and marketing processes for their clients. Through combining the perfect balance of strategic sales with an enticing marketing approach, Atlas Outsourcing can always guarantee a high ROI for their clients.

Marketing is everything that is done to reach and pursued prospective customers whereas the sales process is everything that is done to close the sale and obtain a signed agreement or contract between the company and the customer. Both the marketing and sales processes are necessary for the success of a business and a business cannot do one without the other. Over time, Atlas Outsourcing has observed many businesses who have allowed the two functions to operate separately. 'Our ultimate goal here at Atlas Outsourcing is to provide our clients with a service that brings together both the marketing and the sales process. This is to ensure we generate effective communication from the client to the customer across each campaign' said Matthew Stewart, Managing Director.

Atlas Outsourcing is an ambitious sales and event marketing firm based in Reading. The firm concentrates on delivering face to face sales techniques via promotional event marketing campaigns. The direct and personalised approach not only provides great customer service, but also new custom for the firm's clients.

The firm has tactfully combined both the marketing and the sales functions to engender a stronger and more effective branding message for their clients. This combination of functions has ensured the success of the firm and by 2015, Atlas Outsourcing aim to have expanded into other markets in the UK and Europe.

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