

Outsourced Sales Company Live Innovations Boost Acquisitions Rates by 40 Percent

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Direct sales and marketing firm [Live Innovations](#) attributes its 40% increase in customer acquisitions to the firm's strong corporate culture.

Live Innovations managing director Tom Harris says, "A company's corporate culture are the values and practices shared by the members of the group. Company culture is not restricted to just employees; it's the shared values and practices of the company's employees, contractors and everybody who is involved in the supply chain."

Live Innovations have recently expanded into a new market, due to high demand of their customer acquisitions service. Managing director Tom Harris commented by saying, "opening a new location gave us a chance to look at things with a fresh set of eyes, we looked at what we liked about our working environment, what we wanted to change, and took it from there. This was not a board room conversation, we got everyone we trade with involved to discuss the kind of environment they would like to part of, and this is what we came up with."

Live Innovations

- encouraging environment - positives are found in every situation
- eliminate negatives – avoid bringing negatives to the working environment
- incremental improvement – striving to improve performance

About Live Innovations: www.liveinnovations.co.uk

Live Innovations believe companies with an adaptive culture that is aligned to their business goals routinely outperform their competitors. Live Innovations have accelerated growth and have still managed to maintain their high position in the outsourcing market through its unique face-to-face marketing approach. Tom Harris says "Company culture is integral to the growth and innovation of successful companies of any size. You can be in the exact same industry with a similar product, I believe its the people who make the real difference, that's how you get to number one."

The changing corporate culture has allowed Live Innovations to increase productivity for clients that use their services but also instils one of the fundamental ingredients of leadership in business. "The company culture created should be constantly revolving around company goals, targets and recognising anybody who brings something positive to the table. In business there will always be challenges, but those who can stand up and observe the positives in daily tasks will be able to ride out any storm." comments Live Innovations MD Tom Harris.

Live Innovations handles other company's direct sales and marketing requirements. Targets need to be hit and budgets must be met. The corporate world can be a stressful place, but Live Innovations managing director insists "it's amazing what results people can achieve. In some companies it's not part of the culture to win. We want success to be the driver here, the more success we have the more opportunity we can create."

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