

## Pareto Global Associates Join 150 Delegates in Birmingham for Industry Conference

Thursday 28 August, 2014

[Cyril Williams](#), Managing Director of [Pareto Global Associates](#) travelled to Birmingham last weekend to join 150 delegates for an industry conference.

On Saturday, 23 August 2014 Pareto Global Associates' MD Cyril Williams attended a Business Development Conference in Birmingham. For the event, 150 delegates of the direct sales and marketing industry came together at Crowne Plaza Birmingham - City Centre's Vista Suite at Central Square, Holliday Street. Six key note speakers were invited to share their knowledge and experience, including the topics of business growth, opportunities within the direct sales industry, time management and changing customer expectations in the coming years.

Cyril Williams of Pareto Global Associates says: "I absolutely love the opportunity to go to these kind of industry events. First of all, I can learn a lot from entrepreneurs with years of experience and secondly it is absolutely beneficial to meet with other business owners from the direct sales and marketing industry." Pareto Global Associates believe that development never stops and is the absolute key to continuous growth. The six key note speakers that were invited to present at Birmingham's industry conference talked about the four topics with years of experience and real life examples. "This is not like reading some management theory in a book. It is actually fun and I could see myself facing situations like this", adds Pareto Global Associates' MD Cyril Williams.

Another benefit of attending industry events on a regular basis is that it creates networking opportunities. In fact, according to research by Business Network SW, 87 per cent of respondents said they network. Out of those, 95 per cent network to build relationships, 80 per cent see networking as an opportunity for business development. "Networking is such an amazing tool. Building relationships with other businesses means helping each other and is absolutely crucial in order to stay ahead of competitors and achieve business growth", explains Cyril Williams of Pareto Global Associates.

Founded in 2008, Pareto Global Associates are an outsourced sales and marketing firm based in Liverpool. From day one, the firm has shown a strong drive for development and business growth. Managing Director Cyril Williams keeps himself current and on top of its competitors by reviewing targets regularly, arranging weekly meetings with their clients and attending industry events to increase networking opportunities. Pareto Global Associates run effective marketing campaigns for their clients by targeting a specific audience with a personal face-to-face approach. Their strategy has led to a year-to-year growth in customer retention. By the end of the year, Pareto Global Associates are looking to expand into further UK markets. Plans to expand into Europe are also in discussion.

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