

Paul Gillett of AJG Direct Offers Step-by-Step Business Guide

Friday 23 September, 2016

[Paul Gillett](#) of AJG Direct recently attended a leadership seminar where he offered his step-by-step guide to business success.

The leadership seminar was a valuable opportunity for young business leaders to come together and share advice on industry tactics and strategies. [AJG Direct](#) believes that this is a unique learning environment where leaders are surrounded by like-minded individuals.

About AJG Direct: <http://ajgdirect.co.uk/>

The seminar was held at the London Lancaster Hotel. For four years this venue has been voted the best hotel for meetings and business events. The hotel comes top based on space, location, facilities, natural daylight, technology and service. This makes the hotel the perfect venue for the travelling industry professionals to network and enjoy several guest speakers.

Managing Director of AJG Direct, Paul Gillett not only attended the event but was welcomed as a guest speaker. The business owner offered his tips on sales skills and gave his step-by-step guide of business tips which lead to success. The business owner feels that these topics were important as they offer young industry leaders the opportunity to implement these skills and habits into their own business, leading to further growth and success.

Paul Gillett outlines how the event was a huge success and shares how he feels that these industry meetings are extremely important in order to keep the industry thriving as a whole. AJG Direct are firm believers that without continuous learning an individual cannot expect to be a success and therefore these industry events are a vital learning curve that can help to encourage success.

Paul Gillett feels that it was important to share his step-by-step business tips in this setting as opposed to a written guide because the event allowed him to make valuable connections with the young leaders in the sales and marketing industry and to build up solid connections with those who will be the future of the industry.

AJG Direct is an outsourced sales and marketing firm based in London. The firm specialises in a unique form of marketing which allows them to connect with consumers via face-to-face marketing methods. This one-to-one connection with consumers helps to drive long-lasting and personal business relationships between brand and consumer. In turn, AJG Direct state how this leads to increased customer acquisition, brand awareness and brand loyalty for their clients, as well as a high return on investment and measurable results.

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