Penmex celebrate record breaking sales

Friday 13 November, 2015

On November 3rd, Edinburgh based direct marketing and sales firm, Penmex celebrated a record breaking sales day.

The firm recently expanded their client portfolio with the acquisition of a well-known charity brand, and they believe that acquisition was the catalyst for the record breaking sales day. Expanding their client portfolio gave the firm the opportunity to run two campaigns simultaneously, which directly resulted in increased customer acquisitions and greater sales.

About Penmex: http://penmex.co.uk/

At Penmex they believe much of their success can be attributed to their incredibly high standards. Not willing to settle for the position they are in, Penmex are consistently striving to be better, constantly seeking out opportunities for professional development. At Penmex they set the bar high, and have instilled a philosophy of 'number one is the only one.'Not willing to settle for second best, they are always re-evaluating their performance and pushing the bar to allow them to be able to exceed client expectations and their own company goals.

Naturally, a new client brought great excitement and it was that excitement that led to a break-through and a new record being set.“I was ecstatic when we set a new record, and particularly by the fact that we really blew the previous record out of the water," said Managing Director at Penmex, Kirsty Pennal.

Penmex are a relatively young firm in business terms, however they have experienced great success in their early years and they are excited by the prospect of further growth. As their client portfolio grows and they extend their market reach, they are rewarded with the opportunity to expand the Penmex brand throughout the UK.

At Penmex their attentions are beginning to turn towards 2016, with some plans being laid and goals being set.While many firms will begin to wind-down in the run up to Christmas and New Year, at Penmex they will be ramping things up to make sure they end the year on a high. The firm hopes to retain the momentum they have built this year, going into 2016.

Penmex were established in response to an ever growing need for below-the-line marketing solutions, as recent research has suggested that consumers are experiencing brand fatigue as a result of repeated exposure to above-the-line marketing. At Penmex the firm specialises in below-line customer acquisition through providing cost effective, measurable and tailor-made marketing solutions. Putting the personal touch into every campaign they conduct, Penmex are able to increase market share and raise brand awareness for their clients through face-to-face promotional marketing and sales campaigns.

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