Penmex Host Seminar on Focusing on Goals to Get Results

Thursday 19 May, 2016

Edinburgh-based customer acquisition firm, Penmex hosted a seminar for their whole organisation, about focusing on goals in order to get results.

About Pemex: http://penmex.co.uk/#about

Success is something that everyone wants to experience, whether it is on a personal level, in sports or a professional level in business. Conducting a simple Google search of the phrase “how to be a success” generates a phenomenal 1,030,000,000 results. At Penmex they promote the importance of goal setting in order to get results, and ultimately achieve success. “Never under-estimate the power of goal setting. From a budding entrepreneur to a business owner, consistently setting new goals is what helped me along the way and that is something I am trying to instill into everyone at Penmex,” said Managing Director at Penmex, Kirsty Pennal.

Edinburgh-based direct marketing and sales specialists, Penmex have had a hugely successful start to the second financial quarter, and they want to build on that momentum. This week the firm hosted a seminar on focusing on goals in order to get results. Hosted by Penmex’s MD, Kirsty Pennal spoke about setting regular goals, celebrating all victories big or small, remembering the bigger picture and remaining consistent.

Operating in the highly competitive direct marketing industry, Penmex recognise that in order to stay ahead, and at the top of their game, continued innovation and education is vital and setting goals plays a big role in that. Managing Director at Penmex, Kirsty Pennal is constantly seeking out new learning opportunities and the chance to expand her skill-set. Kirsty Pennal is passionate about learning and that is something she has instilled into everyone she works with. At Penmex, they offer a plethora of optional learning opportunities to their contractors through regular workshops and seminars, networking, conference calls, weekly business development meetings, and they also regularly attend conferences across the UK.

Penmex might be a relatively young company, however they have achieved great success and this has left them thirsty for more. They have big goals; over the next 18 months the goal is to establish Penmex as a market leader in the UK and expand their client portfolio. Once they have cemented their place in the UK, they want to take Penmex international, moving into America and Australia. The firm understands that in order to achieve these massive goals, it will take a clear plan, a lot of hard work and determination.

At Penmex they promote Sunday goal setting sessions, making sure they have a plan in place for the coming week. The most recent seminar was held in order to help their contractors learn how to effectively set goals and see them through.

Penmex were established in response to an ever growing need for below-the-line marketing solutions; recent research suggested that consumers are experiencing brand fatigue as a result of repeated exposure to above-the-line marketing. Penmex specialises in below-line customer acquisition through providing cost effective, measurable and tailor-made marketing solutions.

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