Smarktivity CEO Takes the Team to Cardiff as Promotions Continue

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CEO Matt Wassall has revealed his exciting plans to take several members of the sales and marketing firm to Cardiff later this month, to celebrate the various promotions in the region.

About Smarktivity: http://smarktivity.com/about-us/

Matt will be hand picking Smarktivity's best brand representatives, hoping to expose and inspire those in the company who are excelling in the field and displaying promising potential to the many possibilities on offer within the industry.

"Seeing is believing," the Managing Director expressed, "So I want to bring my best performing brand ambassadors along with me to Wales to witness the successful promotions of associates outside of our Birmingham office." During his early days in the industry, Matt took part in a lot of industry road trips and believes it contributed to his growing ambitions and desire to become a business owner. "I am hoping it will motivate my contractors to remain committed and driven, driving them towards their short-term and long-term goals," he said.

Matt believes travel is imperative to the success of any business, noting benefits such as providing team members with the opportunity to witness first-hand the varying practices implemented by different offices and their teams across the UK and beyond. As a former mentee and keen advocate of training and self-development, the Smarktivity CEO believes providing his contractors with every educational experience possible is vital to the shaping of their careers in the industry.

Based in the heart of Birmingham's city centre, Smarktivity combines three core specialities: sales, marketing, and creativity. In a booming industry which is constantly changing, the firm is proud to ensure innovation and creativity are at the heart of every successful business. With sales and marketing expertise spanning across a range of areas including customer acquisition, campaign management, brand awareness and brand loyalty, when it comes to their business approach, Smarktivity is committed to trying exciting, innovative new ideas!

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