

Source Marketing Direct Attends London Outsourced Sales Conference

Friday 22 February, 2013

Hector Montalvo, Managing Director of sales and marketing firm, [Source Marketing Direct](#) will attend the London Conference for Outsourced Sales Businesses this weekend.

Source Marketing Direct will attend the Outsourced Sales Conference at the Grand Connaught Rooms near Covent Gardens this Sunday 24th February in London.

Industry professionals organised the conference sessions with the theme "Outsourcing: Institutions, Policies & Strategies for Business Development." Highlights of the program include the International guest speakers from the USA, Spain and Italy. Source Marketing Direct's Managing Director, [Hector Montalvo](#) has also been invited to take the stage to inspire those looking to start a business of their own within the next 12 months.

'It's fantastic to have the opportunity to speak in London. I run my business here and will know many of the attendees at this weekend's event so it's always enjoyable to catch up with them and discuss their progressions' said Hector Montalvo of Source Marketing Direct.

The full-day Outsourced Sales Conference is expected to boast over 600 attendees and is aimed at helping those in the sales industry to learn techniques for dealing with sales objections and how to set and achieve goals. The conference will also feature a self-discovery workshop designed to help members find mentors who can coach them and help them discover their own success in life.

'It will be a very educational event. All the guest speakers are phenomenal and have incredible reputations in the outsourced sales industry. I will be focusing my topic towards team management and hopefully getting attendees to realise that in order for their teams to reach their full potential, they have to reach their individual potential first. My recommendation to anyone attending would be to ask as many questions as humanly possible, network with leaders in your market and use the conference as an opportunity to formulate a solid business plan for the next 12 months' adds Hector Montalvo.

Source Marketing Direct will be attending the event to see Hector Montalvo and the other 5 guest speakers showcase their work and offer sales education.

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For More information on the Grand Connaught Rooms visit <http://www.grandconnaughtrooms.com/>

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