Source Marketing Direct® Announces Explosive Growth Plans

Wednesday 5 March, 2014

London's leading outsourced sales and marketing firm Source Marketing Direct® announces their intention to open 5 new offices within the next 10 weeks. The firm has seen phenomenal growth over 2013, resulting in a huge increase in client demand this year.

Source Marketing Direct® reveals that after months of meticulous planning, 3 new offices are due to go 'live' within the next 4 weeks. Further to this, 2 more campaigns are in the planning and development stage, and expected to be ready to launch within the next 8-10 weeks. This will bring the Source Marketing Direct® group's roster to a total of 15 offices. Hector Montalvo, managing director of Source Marketing Direct, is excited about the imminent expansion: "I am very proud of the team and all the suppliers at Source Marketing Direct®.. Although the news seems like a rapid expansion, in reality this is the result of 12 months' careful planning and hard graft. The fact that all the new campaigns will be in place within the next three months is the result of all the hard work and effort that has been put in by our team, our contractors and our suppliers over the course of 2013."

Source Marketing Direct® have sourced a promising sales force to head up the new offices, all of whom have been the subject of extensive briefings and training clinics over the last three months. The contractors were chosen due to "consistently outstanding" performance in several criteria, including sales, people management, public speaking, and driving performance. The latest two entrepreneurs have been chosen to head up the expansion were treated to a celebratory weekend on Saturday March 2nd with Source Marketing Direct® senior management, which included dinner, drinks, and the gift of a bespoke suit each. The contractors were graduates of Source Marketing Direct®'s celebrated Business Development Programme, which aims to encourage ambition and innovation amongst the capital's aspiring entrepreneurs. The programme offers workshops and seminars on the subjects of sales, marketing, individual and team leadership, and creating a business model, as well as providing one-on-one mentoring opportunities. "The Business Development Programme is a great opportunity not only for budding entrepreneurs to gain valuable business skills and contacts, but for us at Source Marketing Direct® to discover and develop talented individuals who we would like to work with in the future, as this weekend has undoubtedly proven," says managing director Hector Montalvo.

Source Marketing Direct® managing director Hector Montalvo believes that the growth the firm will experience this year is a continuation of the momentum gained from a very successful 2013. In January, Montalvo won two prestigious awards at the Annual Sales Awards for 'Excellence and Achievement in Business' and 'Business Owner of the Year'. Source Marketing Direct® aims for a consistent year of controlled growth to maintain their position as one of the UK's leading outsourced sales companies.

Specialising in private site marketing and B2B sales, Source Marketing Direct® is based in London with regional offices in Hampshire, Scotland, Norfolk, Merseyside and Greater Manchester.

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