

Ventas Central Attack Claims of Weakening Economy

Thursday 19 December, 2013

British economic conditions make headlines again – [Ventas Central](#) push back and promote British SME growth and bring to light the increasing demand for [outsourced services](#).

Ventas Central have criticised the recent claims made by Bank of England's Director Paul Fisher, of which Fisher declared the UK economy is a "long way from normality". (bbc.co.uk) Ventas Central is an outsourced sales and marketing firm based in London, and have actively attacked claims that express the UK's economy is weakening. Ventas Central are strong advocates of British SME growth, and stand by their previous declarations that small businesses are the catalyst for Britain's economic recovery.

Some critics named this year's economic recovery as "unbalanced and unsustainable", (londonlovesbusiness.com) however Ventas Central believe the economy is bouncing back as the firm have seen an increasing demand for their outsourced services. Ventas Central is an outsourcing solution that deliver executed promotional programs and strategic sales and marketing campaigns for clients across the UK. Their expertise in the industry helps produce maximum penetration using direct interaction with customers. This year many businesses saw their marketing budgets cut (agencypost.com) and have turned to outsourced marketing agencies like Ventas Central for their cost-effective route into market campaigns which come with a promised ROI. Ventas Central work on a pay-on-results basis, making it excellent value for money for clients looking for an affordable high quality service.

As the stability of the economy has been continuously making headlines, Ventas Central have been testing out their services in a multiple of markets across the UK as potential branches for further expansion. 2013 has been an excellent year for Ventas Central; the London-based firm celebrated an 18 percent revenue increase in the first quarter, offered a new client a ROI of 4.8 percent and projected a number of new customers being generated each week to reach 360-380 within the first eight weeks of launching a new sales campaign in quarter 2.

As the economy changes, customers are influenced by different factors which affect their conscience purchase decisions. It is Ventas Central's use of direct marketing, and constant interaction with consumers that allows them to stay one step ahead as the market changes. Ventas Central is excited for 2014 as the industry is looking very promising. So despite attacks on the UK's unstable economy, Ventas Central continue to promote the positives and are proud to set an example for other SME's that small businesses are still able to thrive regardless of the economic climate.

Ventas Central is an outsourced sales and marketing firm based in North London.

Sources:

<http://www.bbc.co.uk/news/business-24937023>

<http://www.agencypost.com/your-marketing-budget-is-cut-now-what-3-ways-to-do-more-with-less/>

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