

Market Makers – The South Coast Company Making Waves in the Marketing Sector

Submitted by: MarketMakers

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If the aim of business awards is to highlight and reward excellence, then the spotlight continues to shine brightly on one South Coast b2b telemarketing agency (<http://www.marketmakers.co.uk/>).

Market Makers, the Portsmouth based marketing agency, have been on the receiving end of a raft of awards. Not only have they rated highly in 'The Times 100 Best Companies' (<http://features.thesundaytimes.co.uk/public/best100companies/live/template>) for the past four years, and won Best Business Award for Customer Focus, they have recently announced they have been short-listed for yet another: 'Staff Development Programme of the Year' in the 2013 Learning Awards.

Education is key

The Learning and Performance Institute (LPI) has announced the finalists and the event will take place at the Dorchester, Park Lane 7th February, 2013. The aim of the awards is to recognise outstanding examples of innovation and excellence in Learning and Development.

"The heritage and reputation of The Learning Awards is unrivalled," said Colin Steed, Chief Executive of the LPI. "As the amount and quality of entries increase year on year, the achievement of our shortlisted entries is all the more impressive and we would like to congratulate all of them."

Market Makers is in esteemed company. The event attracts over 200 entries, representing all five continents across the globe. It is a massive achievement for this compact business, especially considering previous winners have been HSBC, Bupa, Royal Mail and Cadbury Schweppes.

Innovation

It is also a huge accolade for the Market Makers Business School, the division of the company specialising in training. The Business School is an original programme in the telemarketing industry, yet shows how essential performance enhancement schemes are for business, and the obvious rewards they bring. The Business School is regarded as an essential component and is written into the operational systems of Market Makers.

Experience

Market Makers have 25 years of experience in the ultra competitive marketing sector, and it shows. Their commitment to training employees with energy and passion helped create the Business School in 2011. They have always believed in the idea of consistent training for their employees but, until the Business School was created, they relied on coaching and generalised NVQs. The passion for continued learning came directly from their founders' ideals for supporting staff.

Customer Focus

"Through their exceptionally well-focused research, the company has a clear understanding of their client's target market," said Andrew Areoff, chairman of the judges of the Best Business Awards (<http://www.bestbusinessawards.co.uk/feedback.asp>).

"Each telemarketing campaign is well thought out and executed. There's also a strong commitment to training. The company's dedication to excellence and customer commitment singles them out as leaders in their industry."

Clients include:

- Toshiba
- Samsung
- GE Money
- Mitsubishi
- Barclays
- Microsoft
- Lloyds TSB

Achievements:

- Top 20 Best Business to Work for 2012 The Sunday Times 100 List
- Best Business Awards for Customer Focus
- Nominated for Best Learning Programme 2012

In a competitive sector, Market Makers (<http://www.marketmakers.co.uk/awards/>) are riding the crest of the wave.

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