

The Plato Group Celebrate Recognition of Direct Sales Companies

Written by Australian Business

MIAMI, FL, July 27, 2014 /24-7PressRelease/ -- [The Plato Group](#) have voiced their support of global skincare and nutrition company, It Works!, for earning a spot on the Direct Selling News (DNS) Global 100 list. After making it a goal in late 2011, to make the DSN Global 100 list, the firm first ranked at number 56 in last year's list but ranked in at an improved number 27 on this year's Global 100 list.

About The Plato Group: <http://www.theplatogrp.com/us/>

Several years ago, the staff at Direct Selling News began the research necessary to create an industry list that demonstrated the impact and contribution of direct selling companies worldwide. Over the years the DSN Global 100 list has become a respected ranking, and each year the research team increases its ability to gather the necessary and relevant information. This annual list creates an opportunity to understand the significance of the industry as a whole, and showcase companies above a certain revenue threshold, which marks them as significant contributors to local and global economies. The \$100 Million Growth Club is made up of companies from the list that grew by over \$100 million in one year.

The Plato Group is proud to be a part of such a successful and fast growing industry. The Plato Group is especially proud to continue contributing themselves to the growth of the direct sales industry and support all those within the industry who make it on to the Global 100 list.

The Plato Group is an outsourced sales and marketing firm based in Miami, Florida. They use direct marketing strategies to enable them to speak to their clients' customers directly, they specialize in creating personalized direct marketing campaigns to generate quality results for their clients as well as creating long-lasting customer relationships and improving customer retention levels. The Plato Group is like no other outsourced marketing company in Florida. They provide their clients with measurable results which can be analysed both daily and weekly. They keep their clients up to date with each step of the campaign. They are able to do this due to the nature of direct sales and the personal connection it provides between consumer and brand. As leaders in customer acquisitions The Plato Group pride themselves on developing the sales and longevity of growth for all of their clients quickly and efficiently. Their aim is to provide clients with a professional and charismatic approach to increase customer satisfaction while generating maximum results.

The Plato Group develop innovative direct marketing campaigns that ensure their clients' products reach their target demographic. Their experienced sales team help clients to engage with customers and build strong lasting connections, which boosts brand awareness and loyalty. Using this personalized approach enables The Plato Group to generate immediate and easily

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measured results, and guarantee a high ROI for their clients.

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