5 Traits for Success According to AJG Direct

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London-based sales specialists, AJG Direct has revealed the 5 traits every entrepreneur needs to be a huge success.

Sales and event marketing professionals, AJG Direct understands the importance of developing positive traits and habits. The firm outlines how a number of positive attributes can help lead an individual to success no matter their industry. However, particularly in entrepreneurship, AJG Direct feels that it is vital to possess a number of key traits.

About AJG Direct: http://ajgdirect.co.uk/about-us/

AJG Direct is an avid supporter of entrepreneurship and offers a unique business development opportunity to help aspiring young entrepreneurs develop key skills for success. The firm runs regular motivational workshops which help business professionals to develop successful skill sets in key areas such as sales, leadership, marketing, management, public speaking, and more. By offering hands-on experience and mentoring opportunities, AJG Direct can help ambitious individuals become successful business owners in the sales and marketing industry.

Here, AJG Direct has outlined the 5 traits that they believe are necessary for success as an entrepreneur:

Ability to take risks
Entrepreneurs need to be able to take a risk. There is a big difference between low risk and high risk, and between gambling and medium risk, outlines AJG Direct. The firm is confident that entrepreneurs must have the ability to take risks, pushing the bar higher each time.

Learn from experience and make course corrections
Entrepreneurs fail if they are not agile and mobile, reveals AJG Direct. The firm is confident that in order to be a success, an entrepreneur must recognise mistakes and make quick course corrections.

Drive businesses with purpose, not profit
Profit should be the outcome and purpose should be the driving force, shares AJG Direct. The first thing an entrepreneur must keep in mind when starting a business is the purpose. Focusing on profit leads to cutting corners which often results in bad decisions, bad service and a short-term business mindset.

Resilience
Entrepreneurs have to be able to bounce back or stick it out in adversity, highlights AJG Direct. The firm highlights how entrepreneur Steve Jobs is a perfect example of this. Jobs was thrown out of his own company at the age of 30 but bounced back to make a second company equally as big, and gets called back to his old company at the age of 52.

Celebrate failures as much as successes
Being able to demonstrate passion and engage employees by celebrating success is crucial for entrepreneurs. However, entrepreneurs must also heed the lessons of failure, outlines AJG Direct.

AJG Direct is an outsourced sales and event marketing firm based in London. The firm specialises in a personalised form of direct marketing which allows them to connect with their clients' ideal consumers at unique pop-up events. By offering a one-to-one interaction with consumers, AJG Direct is able to drive long-lasting and personal business relationships between brand and consumer. In turn, this often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Source: https://www.entrepreneur.com/article/286185

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