AJG Direct are encouraging more firms to offer mentoring opportunities in order retain top talent

Tuesday 20 June, 2017

Last week, sales and direct marketing firm AJG Direct released a statement urging more businesses to invest their time in mentoring professionals to retain the very best talent in the industry.

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

AJG Direct is one of London's most forward-thinking direct marketing firms and believes that the future success of the sales and marketing industry relies on the development of talented young professionals. As a result, the company invests a considerable amount of their time in mentoring and training professionals to pass on their skills and expertise.

In a statement released by the firm last week, AJG Direct emphasised the importance of companies offering top quality mentoring opportunities if they want to ensure that they are developing potential and retaining the best talent.

According to research conducted by the APEGA, mentoring can also help increase productivity. The results of their study found that productivity can be increased by 88% for individuals who were involved in a professional mentoring program. This figure dramatically decreased to only a 24% increase for people who received only training but not mentorship.

AJG Direct was impressed by these numbers and believed that it reinforces the importance of providing good mentoring opportunities for professionals. The firm's innovative model works solely on the mentoring and training of young professionals, which they claim is the key to their continued growth and success.

Discussing the benefits of professional mentoring, a spokesperson for AJG Direct said "There is overwhelming evidence that supports the benefits of mentoring in business. Not only does it increase productivity and professional loyalty, but it also drives performance and makes an individual more likely to succeed in their chosen path. We are proud to be able to provide such effective mentoring and training opportunities, and we are now urging more firms to do the same if they want success and longevity."

AJG Direct is an outsourced sales and event marketing firm that offer innovative and cost-effective marketing solutions for the brands they represent. The company prides itself on its ability to deliver consistent results through exciting and engaging events, where they aim to increase the brand awareness and revenue of their clients.

Source:

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