Alpha Gamma Solutions: Today’s Business Education is Now a Two-Way Street

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In order for seasoned entrepreneurs and mentors to keep up with today's market demands, sales and marketing firm Alpha Gamma Solutions believes it's important to reach out to young professionals for fresh ideas and guidance.

About Alpha Gamma Solutions: http://www.alphagamma.co.uk/#about

Businesses today operate in a society that is changing faster than ever. Market trends and technologies are changing the ways that people work as well as the behaviour and approach of consumers. The pace of change is so fast, that even experienced business owners are struggling to keep up.

Millennials could be the missing link in helping business leaders understand these market changes. This is because millennials are digital natives, and adopt new technologies seemingly twice as fast as the rest of the world. They are also comfortable using social platforms like Twitter, LinkedIn and Facebook to build relationships with prospects and establish a personal brand. Millennial's also take initiative – over 50% of millennials already have, or hope to, start their own business. This entrepreneurial spirit translates into finding new ways to sell, whether it's optimising their messaging for the best open rates or responding to emails with cheeky memes.

Alpha Gamma Solutions believe that business education should be thought of as a mentor/student situation where like-minded business professionals (not taking age or experience into account) can collaborate and share knowledge and ideas.

This same opinion, believed by Alpha Gamma Solutions was also advocated in a recent article by theguardian.com (What can a millennial teach a seasoned entrepreneur? Rather a lot, published on 12th January 2016). The article stated less experienced young professionals should be matched with more senior and experience business executives because, 1) reverse mentoring helps the younger business partner to become more confident and develop their business skills and 2) the older business partner will have the opportunity to stay up-to-date with the latest business technologies. The end result will be that both business partners will have a stronger competitive edge.

Alpha Gamma Solutions is an ambitious and vibrant direct marketing and sales firm based in Leicester. Alpha Gamma Solutions work with their young professionals to develop innovative strategies and understand diverse markets and because of this are able to tailor a bespoke direct marketing and sales strategy to suit their clients specific needs to match their target market.

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