Don’t be a moose, be a Blue Moose!

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Sales and marketing firm, Blue Moose have shared their motto for achieving top results and revealed what it takes to be a Blue Moose.

The stereotype of the moose is that it is slow-witted and comical. In a number of cartoons including the much-loved Rocky & Bullwinkle series, the moose is painted as the dim-witted character. However, Blue Moose highlights that this couldn’t be further from the truth. Despite its slightly comical appearance, the moose is a highly intelligent animal with a very powerful kick to defend itself against predators, which there are few of due to its size. Blue Moose outlines how a moose calf learns to run within 2 days and is swimming well within 2 weeks of being born, making moose extremely clever animals.

About Blue Moose: http://wearebluemoose.com/about-us/

Blue Moose took their name as they believe the traits of the moose such as being a quick learner, strong-minded, speedy and tough are also traits which are vital in business. Blue Moose have revealed how they accentuate these facts about the moose in order to attract top talent and make their herd stronger.

The firm have revealed that their motto is ‘Don’t be a moose – be a Blue Moose’. The firm define this to mean that they work on and develop all of the strong traits of the moose and come together to be an even stronger herd known as Blue Moose. The firm state how everybody should aim to be a Blue Moose.

The firm have outlined the key traits they believe are necessary to become a Blue Moose. Just how the antlers of a moose can fully develop within a span of 5 months, the firm state that in order to become a successful Blue Moose an individual should aim to fully develop a wide range of business skills over a 5-12 month period. The firm state that these skills include sales, leadership, marketing, management, public speaking, financing, hosting an interview and much more. The firm encourage the development of these skills through their Business Development Opportunity and highlight how this opportunity can fast track individuals to becoming a successful Blue Moose. Blue Moose’s business development opportunity is unique to the firm and offers the opportunity for individuals to voluntarily develop their sales and marketing skills through hands-on learning experiences.

Blue Moose is an outsourced sales and marketing firm based in Newcastle. The firm specialises in a personalised form of marketing which allows them to connect with consumers on behalf of their clients’ brands. By connecting with consumers on a face-to-face basis the firm are able to encourage long-lasting and personal business relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

For more information follow @BlueMoose_ on Twitter and 'like' them on Facebook.

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