

Elite Intuition Reveal How to Avoid Failure During the First Month of Business

Tuesday 15 March, 2016

It's no secret that between 80 to 90 percent of start-ups fail within their first five years. Whilst this can be seen as off putting, sales and marketing firm [Elite Intuition](#) believes there are ways of avoiding failure.

About Elite Intuition: <http://www.eliteintuition.com/about/>

In business there are no guarantees. There are many reasons as to why launching a business is laced with risk, however almost every potential pitfall a new business may encounter can be traced back to a lack of research and preparation. Through their own experiences within business, Elite Intuition, a Liverpool-based sales and marketing firm understands that start-ups are at their most vulnerable in the early years as this is often when business owners are still trying to find their feet and widen their network and skill set. To prevent failure in this uncertain period and help more start-ups beat the odds the firm have looked back over their own experiences and put together a guide on how to achieve start-up success.

Only Set Clear Goals

Goals provide direction, so it makes sense that if a business lacks clear defined goals they are going to have less control over their future, and more importantly; their success. 'It's not enough for a business owner to say – I want to increase sales, they need to outline how much of an increase they are aiming for, how they plan on doing it, and the time frame they want to complete the process by,' states a spokesperson for Elite Intuition. When setting goals, it's also vital for business owners to communicate these goals with co-workers so that everyone within the business is on the same page and working together as one.

Get Advice

When money is tight business owners often fall into the trap of trying to deal with specialist issues on their own to avoid outsourcing fees. This however is a costly mistake in the long run. Seeking out expert advisors, rather than stressing over trying to reinvent themselves as an accountant, web developer etc. will not only secure better results, but will allow a business owner more time to focus on growth.

Know the Market

No matter how amazing a business owner thinks their product or service is, without market demand the project is destined to fail. Start-ups with a limited market will struggle to make enough sales to sustain growth, and will need to look either into developing other, more universal products or services or widening their market reach. Start-up owners should look at their competitors and identify what makes their business different and what it is they can offer consumers that others can't.

Based in Liverpool, Elite Intuition is a result-driven [outsourced sales and marketing](#) firm. Through interactive, face-to-face marketing campaigns the firm helps brands to form stronger connections with their target audience, offering a personalised customer experience which drives sales and increased overall brand loyalty. With an ever increasing demand for their services the firm are focused on readying the next generation of industry entrepreneurs, and offer their contractors the opportunity to widen their market knowledge and business management skills. By allowing these individuals to improve their business capabilities through their day-to-day work, Elite Intuition are confident that they will possess the relevant knowledge and skills to successfully launch their own ventures in the future.

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