

# Event marketing Firm Mazonai Launches Recruitment Drive For Sporty People

Tuesday 12 April, 2016

Mazonai, an event marketing firm in Watford unveil their latest recruitment drive strategy, where they are focusing on recruiting individuals from a sporting background, as the firm believes they possess some of the best characteristics for business.

About Mazonai: <http://www.mazonai.com/about-us/>

Most people involved in sport are amateurs and do it for fun, as they aren't going to make the grade to a professional standard. However, Mazonai believes that businesses should be looking to hire these individuals, as they still retain traits attractive to business environments. Athletes tend to push themselves, improve their performance and go for the win. Those traits are perfect for salespeople, and perhaps many other business functions. Mazonai believes that an individual can be trained on the day-to-day job requirements, but it's difficult to alter their work ethic – whereas even amateur athletes already have intense levels of dedication.

Here the firm evaluate some of the other qualities possessed by sports people that make them an asset to any business:

## 1) They're goal orientated

The majority of people who have sporting commitments have been playing regularly since the age of 4 or 5. They've probably experienced a huge catalogue of wins and losses in their entire life, and Mazonai believes that this has helped them learn how to eliminate external influences to win a game. This is because they are accustomed to setting challenging goals that they know are achievable with the correct mentality and work ethic.

## 2) They're team players

Most sports are team-reliant, and although Mazonai acknowledges that individual talent can play a significant role, generally speaking the team wins and loses as a unit. Therefore, the firm believes that sportsmen and women understand how to perform their specific tasks to the best of their ability, whilst trusting those around them to do theirs. The ability to work with others toward a common goal is the definition of a team and it's a good attribute for any job seeker to have.

## 3) They're driven and resilient

It takes a special kind of drive and commitment for a person to go out week after week and put their body through exercise or training, especially if they aren't getting paid for it. This drive can carry over into work, making sporty people amongst some of the most driven individuals within a company.

To improve in their field - even at amateur levels - athletes will have most likely failed more than they've won, - but keep going because they don't want to let down the team or manager. Mazonai argues that in the workplace, this trait creates a resilient worker who will always find a way to win.

Indeed, the firm are embarking on this recruitment strategy to target individuals from a sporting background as they possess the above traits of successful people. Mazonai is an [outsourced sales and marketing company](#) that focuses on events. The firm specialises in a unique form of direct marketing which allows them to represent their clients' brands to consumers via face-to-face marketing techniques. By connecting one-to-one with consumers, the firm are able to establish long-lasting and personal business relationships between brand and consumer. Their events often lead to an increase in customer acquisition, brand awareness and brand loyalty for their clients.

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