Fortitude Plethora Shed Light on the Relationship between Sports and Marketing

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It's long been said that a background in sports can help business professionals excel within a corporate environment. However Fortitude Plethora believe that it's in the sales and marketing industry in particular where the skills learnt through sport can really boost an individual's success.

About Fortitude Plethora: http://www.fortitudeplethora.com/about-us/

As a leading outsourced event marketing firm Manchester based Fortitude Plethora are constantly working on the front line of customer satisfaction and marketing innovation. To stay on top of their game the firm often have to think on their feet and be able to adapt in order to cater to market changes and ensure they generate a constant stream of revenue for their client base. Alongside this, Fortitude Plethora remain engaged and motivated at all times to maintain the energy needed to keep up with the fast pace of the event marketing industry. In an effort to achieve further business growth Fortitude Plethora have recently been looking into the most desirable skills within the industry and through their investigations have identified a strong relationship between the skills needed within both marketing and sport. Much like marketing, sport is an incredibly fast paced and pressurised environment, with participants constantly pushing their development in order to achieve the very best results. The firm also identified similarities in the level of problem solving and communication required in both environments and recognised a strong correlation between these skills and success. as such, the firm believe individuals with a background in sport can benefit greatly from getting involved in the sales and event marketing industry and have outlined some of the skills that playing sport teaches which are in great demand within the marketing sector.

Part of a Collective

Playing sport often brings together very different individuals who share one common goal. Despite personality differences and personal goals, team sports bring people together and teach them how to utilise each member's strengths in order to reach a shared aim. In marketing, Fortitude Plethora believe this to be a key component for success as whilst many individuals have their own goals to work towards at the end of the day each individual ultimately wants the same outcome, a great return for the client.

Communication

No collective can win without being able to communicate with each other. In sport communication ensures the best strategies are put into place to overcome current and potential challenges. Communication also provides encouragement and can raise morale. With markets being notoriously unpredictable Fortitude Plethora believe that this high level of communication is just as vital within sales and marketing.

Rewards

In sport there are no short cuts, if an athlete fails to train and commit they will be unable to perform at the level they need to succeed. Sport teaches an incredibly strong work ethic and highlights how even just one person failing to pull their weight can impact the overall outcome. Much like sport, there is no substitute for hard work in business and effort is highly rewarded.

Fortitude Plethora is a Manchester based sales and event marketing firm that works with a number of high profile brands. Through face to face customer communication the firm develop strong relationships between customers and their clients' brands, taking the time to understand their needs and offer a personalised service. This approach means that Fortitude Plethora is able to raise their clients' customer retention and acquisition, whilst also generating a high ROI and encouraging a greater market presence.

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