Future Generation Marketing host workshop on the importance of great habits

Thursday 11 June, 2015

Sales and marketing firm, Future Generation Marketing hosted a workshop on the value of having good habits and how to focus on goals through visualisation.

About Future Generation Marketing: http://www.futuregenerationmarketing.co.uk

Future Generation Marketing spends time motivating and offering free workshops every morning to those participating in their Business Development program. The firm believes short workshops encourage each individual to embrace their personal goals and aim to be more productive with their time. Adam Smith, Managing Director at Future Generation Marketing believes that this helps individuals and the business as a whole to meet their goals.

Earlier this week, the firm hosted a workshop dedicated to the importance of having great habits in a business environment. The firm discussed how, with modern day technology, there are more distractions than ever that need to be combatted. For example, social media has become a huge temptation and is often the result of hours of procrastination throughout the day. On top of this, checking emails constantly can cause people to become distracted in the middle of one job to take on another – meaning that nothing is ever fully completed. Future Generation Marketing believes that good habits such as having a set time to check emails, turning off smart phones, or social media apps, prioritising important jobs and even something as simple as making sure you are always on time can be the difference between failing and succeeding.

During the same workshop Future Generation Marketing's MD, Mr Smith also spoke about how to 'get in the zone' through visualisation. The firm believes that visualising the situation, the outcome and what could happen if they achieve their goals will motivate individuals to work hard in order to achieve that outcome. The firm say that it is important to be 'in the zone' and in the right frame of mind, especially in an industry as tough as sales, in order to make valuable connections and pursue goals. Future Generation Marketing have also discussed the importance of 'strength finding' and being able to find that inner motivation to meet their goals even when having bad days. The firm believes that to be successful, it requires positivity and a constant positive attitude even when things aren't going quite to plan.

Future Generation Marketing is an outsourced sales and marketing firm based in Reading. The firm specialises in a personalised form of marketing where they connect with consumers directly. Future Generation Marketing works closely alongside their clients in order to determine their target markets, ideal consumer profiles and potential prospects and creates tailored direct marketing campaigns that accurately represent the brand, product and services in order to take the campaigns directly to the desired target market. The firm connects with consumers on a face-to-face basis in order to make long-lasting and personal connections between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

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Future Generation Marketing

T. +1 (800) 123-456
E. info@futuregenerationmarketing.co.uk
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