GB Marketing Enterprise Discuss The Reasons Why They’re Always Looking to Put Themselves in a Winning Environment

Tuesday 23 May, 2017

As an ambitious sales and marketing firm, GB Marketing Enterprise understand the importance of surrounding themselves with like-minded professionals. Here the company discusses why they think it's important for aspiring entrepreneurs to put themselves in a winning environment and the measures they have put in place to build their own successful framework.

About GB Marketing Enterprise: http://www.gbmarketingenterprise.com/about-us/

In a motivational workshop held for young professionals, GB Marketing Enterprise discussed the reasons why it is important for individuals to put themselves in a winning environment to reach their desired level of success. As a firm that is determined to provide exceptional business development opportunities for young and ambitious professionals, GB Marketing Enterprise is committed to creating a winning environment that celebrates excellence.

During the session, the firm’sManaging Director Graham Buchanan explained that professionals are more likely to thrive if they surround themselves with peers who share their same values and ambitions. A winning environment typically incorporates a positive and nurturing domain that motivates individuals to reach their potential and is conducive to success.

The results of a recent Bain survey found that 81% of professionals agreed that a company without a winning culture was doomed to mediocrity. Mr Buchanan agreed with these findings and outlined some key actions that firms can implement to create a winning environment.

Encourage people to be the best - GB Marketing Enterprise believes that investing in professional development and helping individuals to achieve their goals will assist in creating a winning environment that encourages camaraderie - giving them the support they need to reach their potential.

Competitiveness and desire - Introducing competitions and incentives is a fantastic way to galvanise professionals. Competition naturally breeds success and GB Marketing Enterprise believes that competitiveness strengthens a winning environment and encourages professionals to develop their drive and ambition.

Respect - Professionals are naturally more inclined to thrive in an atmosphere where they feel respected and valued. Respect is a fundamental component to creating a winning environment, and it maintains loyalty and increases productivity, which ultimately determines the overall success of a firm.

Based in Cardiff, GB Marketing Enterprise is an event marketing firm that delivers cost-effective direct marketing solutions for their clients. The company is committed to increasing customer acquisitions, and retention for the brands they represent and their face to face approach to marketing has allowed them to expand their reach into exciting new target markets, which in turn boosts strong sales leads.

Source: https://hbr.org/2008/02/creating-and-sustaining-a-winn-1

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GB Marketing Enterprise

E. info@gbmarketingenterprise.com
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