GB Marketing Enterprise Exclusively Reveal the Personality Traits They Look For in Contractors

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Event marketing firm, GB Marketing Enterprise outline important personality traits that small businesses look for in new talent.

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

The mentality and traits needed to work for small businesses often differ to those needed to work for a larger organisation.GB Marketing Enterprise believes there is less focus on qualifications and more on the right mental attitude and drive that small businesses will look for to find the right talent.

In a recent article online, (Business News Weekly, 9 March 2015), certain traits that small businesses look for were listed.

GB Marketing Enterprise has chosen the traits that they feel are the most vital in their industry (event marketing).

- Passionate – in a small business, every decision, project and action will require everyone to work together.For this reason, owners of small businesses need to know that their work force is as dedicated to the mission as they are.
- Adaptable – start-up companies and small business environments will require workers to be much more flexible and job tasks may vary from day to day. Workers may have to wear multiple 'hats' to keep the business running smoothly.
- Confident – a confident worker will be able to handle uncertainty well and will be able to remain calm when things get tough.This is more likely to happen in a small business rather than a larger corporation.
- Opportunity spotter – once a small business becomes a success, they will be looking to expand.Small business owners will want someone to step up, who can quickly identify potential expansion opportunities.
- Self-starter – in a small business, every worker will pay an important role.Individuals must be able to self-motivate and push themselves to do the job well at all times. If not, the company will suffer.
- GB Marketing Enterprise lists other important traits such as, fearless, impartial, persistent, charming, precise, encouraging, reliable, helpful, humble, imaginative and meticulous. The firm is always looking to grow and expand into new markets and as such is keen to hear from people who display these personality traits.

GB Marketing Enterprise is an event marketing solution that provides their client's with cost effective and innovative events marketing campaigns.This allows them to expand their business reach into exciting new target markets and opens up a wealth of strong sales leads to boost their business.The service that GB Marketing Enterprise provides for their client's includes, direct marketing, events and promotions, and lead generation.

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