GB Marketing Enterprise reveals 7 important entrepreneurial skills they don’t teach you at school

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Business and entrepreneurial success is built on an array of important skills, many of which are nurtured within the workplace, rather than at school. GB Marketing Enterprise discusses seven of these fundamental skills.

As entrepreneurs enter the big world of business it becomes apparent that school may have taught them the theories behind achieving success, however there are many things to learn along the way.There is no easy way to learn entrepreneurial skills, as they are usually developed over time through practical hands-on experience.GB Marketing Enterprise review seven entrepreneurial skills that business professionals don't learn at school:

About GB Marketing Enterprise: http://www.gbmarketingenterprise.com

Resilience - At school it is taught that 'anything is possible if you put your mind to it'.Where the truth lies in business, is that you will need to develop a thick skin as you overcome obstacles of all sizes. As a business increases in size, the obstacles will become more challenging and the fighting power of resilience will need to be stronger.

Adaptability - As the market changes so will the customers' needs and therefore entrepreneurs must be adaptable to change. If a business does not keep in tune with the market, the customers will move to the competition.

Decisiveness – In business there will be multiple right answers that will offer different outcomes. As an entrepreneur it will be their job to anticipate the best solution to create the maximum outcome. As experience is built, the decision making will become a more natural process.

Building Relationships – As a business grows, so does the entrepreneur.The network an entrepreneur chooses will determine additional avenues of opportunity. As an entrepreneur becomes more experienced they build stronger relationships with business contacts that will create opportunities for the business.

Balancing Finances – With consumer borrowing on the increase it should become part of the education system to educate young minds on the impact of heavy borrowing vs the positives of saving. This would allow young adults to make better informed decisions as they are exposed to the marketing techniques of the banks and credit providers.

Communication Skills - Being a good listener, communicator and fun to be around will contribute to success when trying to differentiate the business. People with great interpersonal skills tend to run laps around everyone else. "Your early customers are investing in you just as much as they are investing in your company," says GB Marketing Enterprise.

Empathy – Business leaders with the ability to influence clients, investors and employees is largely governed by the extent to which they can put themselves in other people's shoes and understand their hopes, fears and aspirations. The ability to understand, inspire and motivate people is crucial for leaders.

Persuasion – In business it is not all about the pitch, it is being able to connect with the client, customer or employee. The power of persuasion will maximise an entrepreneur's chance of success.

GB Marketing Enterprise is an outsourced sales and event marketing firm based in Cardiff. The firm develops personalised direct event marketing campaigns on behalf of their clients' brands. These campaigns are taken directly to consumers via face-to-face marketing techniques at private site events which help to create long-lasting and personal connections between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty.

GB Marketing Enterprise offers young entrepreneurs the opportunity to develop business skills whilst gaining hands on sales and marketing experience. The program is a free service and is a wrap-around structure that still allows the participants the opportunity to gain valuable work experience simultaneously.

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