LGB Direct hopes that the return of ‘The Apprentice’ will Encourage Entrepreneurs

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With popular BBC series 'The Apprentice' well underway in its 10th series, direct marketing firm LGB Direct hopes that the series will encourage and motivate entrepreneurs.

'The Apprentice' returned to TV screens in October for its 10th series. The Apprentice is a BBC program in which hopeful candidates compete in a series of entrepreneurial challenges to prove themselves to Lord Alan Sugar. With one candidate being fired each week, at the end of the series the remaining hopefuls will present their business ideas with the hope of being hired and picked to work alongside Lord Sugar.

Although the program is usually filled with over-confident, go-getters, direct marketing firm LGB Direct are hoping that the new series will encourage aspiring entrepreneurs to pursue their business ideas. The firm hopes that many entrepreneurs will watch the program and be inspired, whether that is by thinking they could do the job better than the candidates or by seeing other people fulfil their passion. LGB Direct appreciates the importance of entrepreneurs and understands that entrepreneurship and small businesses contribute massively to the economy by providing new opportunities for work and increasing consumer income. For these reasons the firm believe it is important to encourage aspiring entrepreneurs to pursue their ideas so that the economy can have a sustainable future. LGB Direct hopes that entrepreneurs take encouragement from The Apprentice and go on to pursue their own business ideas.

LGB Direct is an outsourced sales and direct marketing firm based in London. The firm specialise in face-to-face marketing campaigns that are personalised and unique to their clients' brands. The firm connect with consumers on a one-to-one level because they find this creates long-lasting brand to consumer relationships and leads to improved customer acquisition, brand loyalty and brand awareness. The firm aims to generate high quality sales and deliver a high return on investment to their clients.

LGB Direct is run by a successful entrepreneur and therefore does all it can to support aspiring entrepreneurs such as running a Business Development Program. The program is designed to develop candidates' personal and entrepreneurial skills by teaching lessons such as sales techniques, leadership skills, decision making, financing, public speaking and choosing the right people to work with. The program aims to progress candidates through the firm quickly, from sales rep to leadership and then see the potential to open their own business.

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