

## LGB Direct's Lyudmil Borisov Attends Ziglar Seminar in West London

Tuesday 16 July, 2013

[Lyudmil Borisov](#), Managing Director of London based outsourced marketing and sales company [LGB Direct](#) attended Ziglar's seminar Born To Win.

Lyudmil Borisov, Managing Director of London firm LGB Direct participated in the Born To Win seminar on Thursday 4th July 2013. The seminar was hosted by Tom Ziglar in West London.

Born To Win is an exclusive seminar for small and medium businesses. It's main focus is to improve one's outlook of success and to help motivate young leaders. Lyudmil Borisov attended the event with a couple of his suppliers. Lyudmil Borisov of LGB Direct recognises the importance of challenging and developing young talent like himself. He believes that 'Nobody is going to invest as much time and energy into developing you as a leader, as you should do yourself.'

Tom Ziglar is the son of the late motivational guru Zig Ziglar and is currently the CEO of Ziglar Inc. Billy Cox and Howard Partridge were among the members of the Ziglar team chosen to deliver the seminar in West London. The seminar aimed to illustrate methods that can help improve one's personal and professional life through a specific action plan. LGB Direct was one of the few companies at the seminar which was present in the small circle of success.

LGB Direct's Managing Director Lyudmil Borisov has a track record for success. The company continues to strive and increase their profit every quarter. As a small business owner himself, Lyudmil Borisov is motivated to grow his company through developing raw talent into leading specialists in the field.

The Ziglar seminar is one of the few motivational events that gathers selected people from all walks of life and fields of business. The subject of Born To Win is of particular interest to Lyudmil Borisov and his outsourced marketing sales company LGB Direct, as the firm is on the verge of expanding. The company believes in optimising talent and inspiring bright people to become the best they can be.

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