

## Limitless Communications Present Man of the Match Award at Irish Premier League Game

Friday 24 October, 2014

After being given the responsibility of handing out the Man of the Match award at an important Football match in the Irish Premier League, [Limitless Communications](#) have looked into the benefits of recruiting sports-minded people and the relationship between sport and business.

Limitless Communications' Managing Director, [Richard Moller](#) was delighted to accept the responsibility of awarding the title of 'Man of the Match' to a player from Cork City FC, a popular Irish team who are contending for the Premiership title in Ireland. The game was against Sligo Rovers and was televised on one of the most popular TV channels in Ireland, RTE ONE.

Following this, Limitless Communications have decided to look into the relationship between sports and business and how having sports-minded people within a business can be beneficial. Firstly, Limitless Communications has discovered that the sports and business world have a lot in common and people need to possess a lot of the same qualities to do well in both industries. For example having a competitive nature and a 'winning mindset' is a desired quality in both industries. Other similarities include being highly ambitious and motivated, able to take on board training and working well as part of a team.

Limitless Communications is an outsourced sales and direct marketing firm based in Cork. The firm specialise in a unique form of face-to-face marketing to help offer a personalised service to consumers. Limitless Communications aims to use their services to improve their clients' customer acquisition, brand loyalty and brand awareness by creating long-lasting relationships between brand and consumer.

Over the years, Limitless Communications has discovered that sports-minded people are incredibly high achievers in the marketing industry because of the similarities between the two worlds. Both sport and business regularly emphasise teamwork in the pursuit of goals. Both also stress the development and exercise of skills in order to progress. As well as this, at the highest levels of both sports and business, insight, imagination and the capacity to assess risk and opportunity swiftly are qualities that separate the greatest from the merely good.

Limitless Communications often look for the qualities that are typically common amongst sporting stars, such as competitiveness and being incredibly driven to do well, in their workforce as they offer an incredible opportunity to progress with the firm. The firm offers a Business Development Program which aims to quickly progress each individual from sales rep to leadership with the potential to start their own business. Limitless Communications believes that sports-minded individuals often have what it takes to reach their full potential and become innovative entrepreneurs.

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